TECHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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MARCH 2, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 9
WASHINGTON, D. C.

"LORD, PLEASE SEND ME AN IOWA FARMER!"

● If you're either a manufacturer or a maiden!—if you're interested in either marriage or in merchandising! — an Iowa farmer is just about the most promising prospect you've got, these days! This year Iowa farmers are producing one-twelfth of all the Nation's food supply, *at really profitable prices*. This year the Iowa farmer's income is receiving a larger boost than that of probably any other classification in America.

With larger spendable income than in 1929, and with far less out-go for cars, tires, and farm machinery, Iowa farm people in 1942 will give entirely new sales potentials to every non-critical product on the market.

And remember: This year, Iowa buying will be done *closer to home*. The small towns—even the cross-roads stores—will get most of the consumers' dollars. Hence your selling efforts must be more wide-spread than ever, to reach *all* city, town, and farm markets. Distribution in a few metropolitan stores will not be sufficient. To cover Iowa, this year, you more than ever need the 50,000-watt voice of WHO — the voice that is "listened-to-most" by most of the radio homes *and most of the merchants* in Iowa. . . . Let us send you the *proof!*

WHO
+ *for* IOWA PLUS! +
DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

XUM

BRING 'EM ON!

Let the P. O. O. E. (Pay Out Or Else) Brigade come on with its torturous threats of cancellation! Let it attack with all its fury and cunning. We'll turn the demons back with results that will make their eyes pop! We're fortified with a 45% Commercial Mail Increase so far this year and our line of communications is getting stronger.

WWVA has the Eastern Ohio, Western Pennsylvania and Northern West Virginia Radio Front well in hand!

50,000 WATTS SOON!

A FORT INDUSTRY STATION

WWVA

WHEELING, WEST VA.

Blue Network

JOHN BLAIR
REPRESENTS US NATIONALLY

THE Fifth ESTATE

CENSORSHIP?

TODAY it's an ugly word. Usage has changed it to mean an odious mixture of propagandistic half-truths and infamous lies. It reeks of Fascism and smells of Nazism.

Yet there are some who say American radio has been censored.

Heaven forbid it!

Better that every single American station be burned and every receiving set smashed than to have the filthy hand of Nazi censorship at the controls of American radio.

No, censorship, as applied to dictators' radios, has not tainted the American networks.

Instead, the great Fifth Estate has imposed upon itself the "Blue Pencil of Expediency" which in no way infringes upon our freedom of speech or the reporting of news, but which prevents military secrets and information, dangerous to our national welfare, from falling upon enemy ears.

Nothing more.

Any representative group can be for anything or against anything and its voice will be carried into 55,000,000 American radio homes.

Is this censorship?

Hardly!

Rather, the slight changes made so that military secrets and pertinent information, helpful to the enemy, will not be revealed, is the war time "Blue Pencil of Expediency."

And the Fifth Estate will use it only for the benefit of the Allies and the destruction of the enemy.

WSM is proud that, as a part of the great Fifth Estate, it is serving America by judiciously and wisely using the "Blue Pencil of Expediency" when —and only when—it is necessary to our national security.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

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THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES. EDWARD PETRY & CO., INC.

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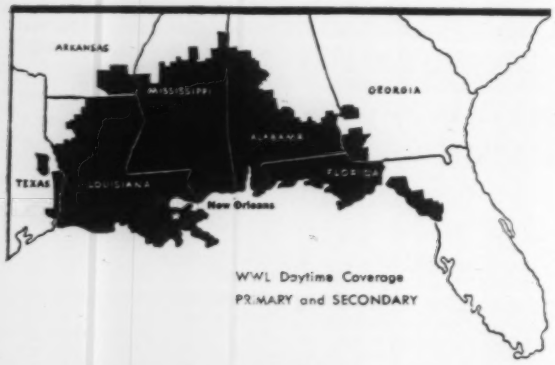
Mail from Montreal

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Every mailbag at WWL is sprinkled with letters from distant fans scattered throughout the world. We don't merchandise our steady listeners in Canada, the West Indies or Alaska.

But we *do* know that here in the Deep South, the dominant medium is the powerful, prestige-carrying 50,000 watt clear-channel voice of WWL, New Orleans.

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

March 2, 1942

CONTENTS

Freeze Order Permits Flexibility	9
New Stay Order Sought Against Net Rules	9
Jansky Named WPB Radio Head	10
FCC Stresses Radio's Wartime Role	10
Radio Outlook Still Favorable	12
British Government's Ad Success	12
Local Boards Decide Radio Draftees	14
Advertising, Franchise Taxes Forecast	16
Shortwave Plan Submitted To Government	16
NAB 14th, 16th District Meetings	18
Miles Meets the Dealer	20
OFF Planning Radio Time Priorities	22
Navy To Examine Stories of Reporters	22
Text of Decision in Network Monopoly Case	24
Hawaii Still a Major Market	38
Biddle Secrecy Bill Draws Criticism	47
20,000 Take Technician Course	51
Dumm Asks Two More Shortwave Stations	54
ASCAP Suit Dismissal Plea Refused	55
AMP Pact Includes Fox, Warner Bros.	55
Engineers at Ohio Conference	58
Radio Reassures In Coast Blackout	62
Evans Heads Three Westinghouse Divisions	62

DEPARTMENTS

Agencies	41	Meet the Ladies	53
Agency Appointments	38	Merchandising	30
Behind the Mike	36	Network Accounts	60
Bookshelf	34	Personal Notes	35
Buyers of Time	40	Purely Programs	46
Classified Advertisements	61	Radio Advertisers	43
Control Room	45	Station Accounts	42
Editorials	34	Studio Notes	51
FCC Actions	60	We Pay Respects	35

Hix Cartoon 62

Use KFAB to build your sales.
KFAB is reinforced by the rigid confidence of its listeners. It's strong in the farm markets throughout Nebraska and her neighboring states. It has erected imposing profits for others. Can construct the same for *you*. There's no rationing of KFAB time yet . . . but better wire, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

A Daily Caller IN THE City of Homes!

● Every day in the week, charming Laura May Stuart is an "invited" guest in countless of Philadelphia homes. . . . Her entree is a radio program the housewives of Philadelphia rave about—one the advertisers of the nation swear by . . ."For Women Only", a participating feature broadcast daily at 9:15 A. M. . . . Laura May Stuart's popularity with buyer and seller alike is attested in a wealth of success stories. On a single 25 cent premium offer, 2,250 returns; on two sample offers 4400 returns for the second lowest cost per inquiry of big stations used. . . . These illustrations are typical. There are many more. Ask about them and about the daily caller in the city of homes, Laura May Stuart!

WCAU

50,000 WATTS IN ALL DIRECTIONS

Philadelphia ● WCAU Building, 1622 Chestnut Street . . . New York City ● CBS Building, 485 Madison Avenue . . . Chicago, Ill. ● Virgil Reiter, 400 North Michigan Avenue . . . Boston, Mass. ● Bertha Bannon, 538 Little Building . . . Pacific Coast ● Paul H. Raymer Co.

THESE ARE ~~THOSE WERE~~ THE DAYS!

ON MARCH 18, 1922—

While the House of Representatives argued whether our Army should contain 100,000 or 150,000 men—

While rum-runners and bootleggers led the crime news—

While the Brooklyn Robins were training and Uncle Robbie promised that they "would give the Yankees more strenuous opposition than they did last year"—

While radio itself was young and only a few homes were equipped with weird-looking crystal sets—

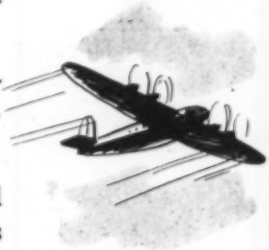
On March 18, 1922—a new radio station came into existence—WHN went on the air!

ON MARCH 18, 1942—

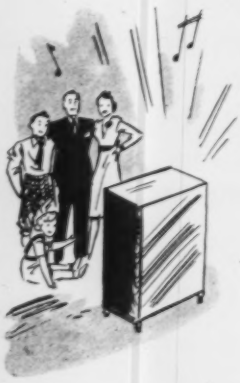
When a national draft law provides for an Army of 8,000,000 men or more—

When sabotage and espionage are the great concern of the FBI—

When the National League Champion Brooklyn Dodgers are training to meet the Yankees again in the World Series—



When radio has become man's most useful instrument of communication and ninety-five percent of our homes are radio-equipped—



On March 18, 1942—WHN begins its twenty-first year! Now full 50,000 Watts, *America's most powerful independent station,* its promise for the future far surpasses its achievements of the past.

WHN

1540 Broadway
NEW YORK CITY
BRyant 9-7800

50,000 WATTS
1050 KILOCYCLES

Chicago Office
360 N. Michigan
Randolph 5254

New York's oldest independent station—established March 18, 1922

1922 ★ TWENTIETH ANNIVERSARY ★ 1942

THE NATIONAL SPOT STATION

WFBR

BALTIMORE

APPOINTS JOHN BLAIR & COMPANY

EFFECTIVE

MAR. 1, 1942

5000 WATTS DAY and NIGHT!

BASIC MUTUAL

MARYLAND COVERAGE NETWORK
WFBR, BALTIMORE
WBOC, SALISBURY
WJEJ, HAGERSTOWN

BALTIMORE OWNED
BALTIMORE OPERATED
BALTIMORE PREFERRED!

• Your John Blair man is ready right now with the facts you need on Baltimore and Baltimore's Pioneer Broadcast Station. He knows . . . in dollars and cents . . . how substantially Baltimore business is booming. He knows how effectively WFBR will help you sell Baltimore listeners and tap Baltimore dollars . . . through its unequalled production facilities, its tested live-talent shows and its real merchandising support. And your John Blair man will give you these important facts the way you want them . . . quickly, completely, intelligently.

UNEQUALLED PRODUCTION FACILITIES!

TESTED LIVE-TALENT SHOWS!

REAL MERCHANDISING SUPPORT!

FOR COMPLETE AND DETAILED INFORMATION
ASK A JOHN BLAIR MAN!

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

L. B. WILSON

PRESIDENT AND GENERAL MANAGER, WCKY, CINCINNATI

1903 Entered show business at age of 12, running magic lantern theater in dad's basement.
1910 Became actor and toured Europe.
1911-1923 Experience in newspaper work, retail business, theater management and executive director of Chamber of Commerce.
President, Stanwood Boiler Corp.
President, Doermann-Roehrer Co.
President, Covington-Cincinnati Bridge Co.
1923 Started theater chain.
1925 Bought two banks, merged them, became president.
1929 Founded WCKY, became its president.
1931 Took over general management of WCKY in addition to presidency.
1937 Upped WCKY power to 10,000 watts.
1939 Made WCKY a 50,000-watt station, built new studios in Hotel Gibson, Cincinnati; affiliated station with CBS.

EVER since he entered the radio business by founding Station WCKY in 1929, L. B. Wilson has become increasingly famous as one of the industry's most outstanding showmen. But take a look at his thumb-nail biography above, and you'll see that L. B.'s achievement extends far beyond mere showmanship alone. First and foremost he is *a successful business man.*

Come to think of it, *business sense* is the really essential ingredient in every successful career. In our work as radio station representatives we have always selected our own personnel for their proven records of success either in advertising or merchandising, or in general business. Hence every one of our fifteen good men is fully qualified to advise with you both as a *business man* and as a highly specialized expert on radio advertising itself. . . .

True, every one of us is primarily engaged in "selling". But having business sense, we know that the best way to sell is to offer the *right* merchandise, at the *right* time, at the *right* price. If that's the way you like to be "sold", you'll find we're your sort of people, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6474 · NEW YORK: 247 Park Ave., Plaza 5-2151 · SAN FRANCISCO: 111 Sutter, Sutter 4455 · HOLLYWOOD: 1512 N. Gordon, Gladstone 5949 · ATLANTA: 122 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 9 WASHINGTON, D. C., MARCH 2, 1942 $5.00 A YEAR—15c A COPY

Freeze Order Leaves Room for Flexibility

Individual Facts to Guide FCC in Grants

THE PHYSICAL structure of the American broadcasting system is frozen — but not frozen stiff—under orders and interpretations approved last week by the War Production Board and the FCC, acting in unison.

While Donald Nelson, WPB chairman, announced approval Feb. 24 of the freeze order recommendations made to the WPB and FCC Feb. 12 by the Defense Communications Board, the FCC issued a "memorandum opinion" which also had the effect of approving the freeze order but which was designed primarily to set forth the policy and procedure to be followed by the FCC in its wartime handling of standard broadcast applications.

Just As Announced

The freeze order was approved exactly as first announced [BROADCASTING, Feb. 16], though this was anticipated in view of the fact that James Lawrence Fly is chairman both of DCB and FCC with which the WPB is working in close harmony.

Mr. Nelson simply announced that "a plan for drastic limitations on all new construction of standard broadcast facilities in the United States" had been adopted, adding only that "the program also limits any changes in broadcast facilities". This was amplified by J. S. Knowlson, WPB Director of Industry Operations, with merely the statement that "future priorities assistance to enable builders to obtain critical materials would be in accord with the plan." The WPB officials left to the FCC the details of working out methods of executing the freeze order, and presumably will grant priorities hereafter only on recommendation of the FCC.

The FCC's opinion was designed to clarify the procedure to be followed in carrying out the policy laid down, which in its simplest terms is that future construction will be considered and authorized only in the light of availability of equipment under WPB restrictions on critical materials and of the need for primary service to be provided either by new stations or by improvement of the facilities of existing outlets.

Significant in the FCC statement of policy, however, was the assertion [see page 10] that "it is not clear at this time that the expansion of broadcasting should be entirely eliminated for the duration of the war" since "for the best war effort it is important that there be adequate broadcast facilities throughout the nation."

While the new policy and procedure leave considerable discretion and leeway to the FCC, which is still the judge and jury over individual applicants, the net effect of the order will be to slow down new construction and, as materials become harder if not impossible to get, virtually to halt any radical changes in the existing plant setup except under military exigencies. Whether exceptions will be more prevalent than the rule, remains to be seen. The key to the future is equipment. Unless released by the military or by WPB it may soon be unavailable in view of the current conversion of practically all radio factories to 100% war production.

Three Main Points

As set forth in its "memorandum opinion", the FCC "will grant no standard broadcast station application unless a showing is made that:

"(1) Construction (if any) pursuant to the grant will not involve the use of materials of a type determined by the WPB to be critical; or

"(2) Where the application is for new standard broadcast station, the station will provide primary coverage of an area no substantial part of which already receives primary service from one or more standard broadcast stations; or

"(3) Where the application is for a change in the facilities of an existing standard broadcast station, the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations."

Footnoted to these three basic provisions, the Commission, in referring to "primary service", states: "As here used, 'primary service' includes service to be rendered pursuant to an outstanding broadcast construction authorization." It also states that the FCC Standards of Good Engineering Practice will be used as a guide in the determination of primary service.

Under existing standards primary service is regarded as a signal of from 10 to 50 mv. per meter in city or downtown areas; 2 to 10 mv. per meter in city residential areas, and .25 to .5 mv. per meter in rural areas, depending upon the

New Stay of Network Rules Is Sought

Supreme Court Appeal From 2-1 Decision Is Next Phase

PREPARING to appeal to the Supreme Court of the United States from the 2-to-1 decision of the statutory three-judge Federal District Court in New York, which on Feb. 21 held that it had no jurisdiction to adjudicate the validity of the FCC's network monopoly rules, counsel for CBS and NBC went before the same court last Friday afternoon to ask for an order staying the effective date of the rules pending appeals to the highest tribunal.

To Rule This Week

Reasonably good prospects of another stay of the network-monopoly regulations pending appeal to the U. S. Supreme Court were seen following last Friday's arguments of the network and Government counsel. However, the court reserved judgment, but indicated its ruling would be forthcoming soon —possibly Monday.

Full texts of majority and minority decisions of the New York District Court in the network monopoly case will be found on pages 24-28.

The court stated flatly it would sign pleadings authorizing appeal of the issue to the highest tribunal, but heeded suggestions of NBC and CBS counsel that this be done after action on the renewed motion for a stay.

After Charles Evans Hughes Jr., chief counsel for CBS, had told the court that efforts to short-cut the Supreme Court proceedings, by procuring suspension of the rules during a test case on an affiliate's license renewal, had been rejected by FCC General Counsel Telford Taylor, Judge Learned Hand, who wrote the Feb. 21 decision, pointedly observed that the court would have favored such a course. This procedure, he stated, had been recommended by the majority in its opinion.

John T. Cahill, NBC chief counsel, likewise advised the court that an independent proposal he had made to this end had been rejected by the FCC. Previously both NBC and CBS counsel had argued that irreparable injury would result to them and their affiliates if a stay were not procured. Affiliates, they argued, would not be disposed to challenge the rules and there would be no assurance of proceedings in which the networks could intervene to test jurisdiction.

Judge Hand observed that without relief pendente lite the networks might be "wrecked."

MBS Asks Status Quo

Mr. Taylor opposed the argument down the line, holding that the effort of the networks was to hinder and delay. He contended the industry was not united, pointing out that MBS throughout the proceedings had suffered by the delay. The public also might be injured, he observed.

Donald C. Beelar, Washington associate of Louis G. Caldwell, appearing as counsel for MBS, briefly supported the FCC argument. He said the "status quo is causing Mutual irreparable injury," and de-

(Continued on page 56)

season of the year, noise level and kindred technical factors.

Determination of whether new areas proposed to be served already receive primary service from one or more stations, obviously gives the Commission considerable discretion—but always the check and balance remains the availability of equipment. Newcomers into the field would apparently have little or no chance of getting new stations on the air; those already holding construction permits for new or improved facilities [BROADCASTING, Feb. 23] will probably be permitted to complete their construction, though if they seek extensions of completion dates they must prove to the Commission that they have the needed materials and have already started to build.

Maintenance Problem

Requests involving essential requirements for repair or maintenance, the Commission declares, "will be treated as heretofore," which is taken to mean that the Commission's engineers will continue to demand high standards of performance. However, they may later relax arbitrarily rigid requirements somewhat if materials become unavailable.

At the Commission it was stated that nearly every station grant already made, but pending license to cover construction permit, involves an individual problem which must be met as presented. The Commission could easily continue its past liberal policy in making future grants, but henceforth the problem is one of getting materials whose unavailability may render certain applications inadvisable and hearings on them "a waste of time".

Amplifying the three basic policy principles, the Commission's opinion states:

"Applications not heretofore acted upon which do not fall within one of the three prescribed categories will be designated for hearing upon appropriate issues. In cases heretofore designated for hearing, where notice of issues has already been announced, specific issues appropriate to the new policy will be added. Cases which have already been heard will, when necessary to apply the new policy, be redesignated for hearing upon issues under this policy. Cases in which proposed findings have already been issued will be determined as heretofore.

"Applicants who consider that their applications satisfy the new requirements may wish to support their applications by filing a proper petition supported by affidavit setting forth detailed data on this point.

Extension Requests

"In cases where an application has heretofore been granted subject to approval of a further application to be filed by the applicant, such further application will not be granted unless the proposal meets the requirements set forth above, or the applicant has, pursuant to the grant, actually commenced construction or made substantial expenditures for materials or equipment prior to the date hereof.

"The Communications Act contemplates that construction permits should not be issued or allowed to remain outstanding where there is no reasonable prospect of completion of the proposed construction within a reasonable period of time. Hence, requests for extensions of completion dates under standard broadcast authorizations will not be granted by the Commission unless the applicant can by proper petition show that the proposed construction meets the requirements set forth above, or that the applicant has actually commenced construction prior to the date hereof and has available all the critical materials and equipment necessary to the completion thereof.

"However, requests for extension of completion dates under authorizations issued in cases where proposed findings are now outstanding will be granted if the requirements set forth above are met, or if the applicant has available all critical materials and equipment necessary for completion.

"The foregoing requirements may be waived where changes in facilities are required to be made by any agency of the Federal Government."

The last proviso was explained as referring to a case, for example, where the military authorities should decide that a particular station must be moved for purposes of strategy. It is also conceivable that the FCC itself might decide to shuffle stations about for reasons of better distribution of war information if desired by another Federal agency. Private considerations, it was said, may of necessity have to give way to the larger public welfare if demanded by the higher authorities.

Other Services Later

Special policies are now being formulated with respect to FM, television and facsimile station, auxiliary broadcast services and experimental operation. These will take into account the "technical experimental benefits to be gained especially insofar as they assist the war effort".

Applications involving international broadcast stations will be considered and acted upon in accordance with policies worked out in cooperation with other Governmental agencies concerned with this field, meaning, of course, the Office of the Coordinator of Information (Donovan Committee) and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee). Their plans for more extensive and better integrated shortwave broadcasting to the rest of the world are now being debated [BROADCASTING, Feb. 16] and the FCC is expected to play a considerable part in effectuating them when finally determined.

Broadcasting's Vital Role in Wartime Stressed by FCC in Its Freeze Ruling

THE IMPORTANT place of American broadcasting in the war picture is emphasized by the FCC in its "memorandum opinion" covering policy and precedure for handling broadcast applications under the newly-promulgated freeze order.

That adequate broadcast facilities are important for the best war effort, that expansion of broadcasting should not be eliminated and that every part of the country should receive a good radio service, is asserted in the preamble to the outline of policy and procedure [covered in story on page 9]. "We have not yet reached that goal," the preamble states in referring to a lack of service in some parts of the country.

"The Commission must apply the test of public interest in exercising its licensing function," it is stated. The text of the opening paragraphs of the "memorandum opinion" follows:

Because of the present war emergency, the Commission is called upon to formulate a policy and procedures for the future handling of standard broadcast station applications. The effective conduct of the war is, of course, a paramount consideration for all of us. The requirements of the armed services have created a shortage of the critical materials and skilled personnel required for the construction, operation, and maintenance of radio broadcast stations. This must inevitably affect plans for the increase or improvement of broadcast facilities.

However, it is not clear at this time that the expansion of broadcasting should be entirely eliminated for the duration of the war. For the best war effort, it is important that there be adequate broadcast facilities throughout the nation. The three Governmental agencies concerned with this problem—the Defense Communications Board, the War Production Board, and the FCC—are in agreement that, so far as possible, every part of the country should receive a good radio service. We have not yet reached that goal.

It follows that the scarce materials and limited personnel available to the broadcast services should be carefully conserved to meet this basic need. The public interest clearly requires such conservation and the Commission must apply the test of public interest in exercising its licensing functions.

The problem as to materials is of course primarily the concern of the War Production Board. On Jan. 30, 1942, the Commission announced in a press release that at the request of the DCB, pending the adoption of a specific policy by that board and the WPB, the Commission would make no further grants for the construction of stations or authorize changes in existing standard broadcast transmitting facilities where all or a substantial part of the proposed new primary service area already receives primary service from one or more other stations. The DCB, on Feb. 12, made its further specific recommendations to the Commission and to the WPB. Cooperating with both those boards, the Commission has now worked out a policy and procedures for the handling of new and pending standard broadcast applications.

JANSKY IS NAMED WPB RADIO HEAD

C. M. JANSKY Jr., senior partner in the Washington consulting engineer firm of Jansky & Bailey, has been appointed chief of the radio section, Communications Branch, War Production Board, and has taken an indefinite leave of absence from his firm, which will continue under the direction of Stuart L. Bailey. That Mr. Jansky had been called to the post and would probably take it, was exclusively reported in the Feb. 23 BROADCASTING. The firm will continue under the same name.

In his new position, Mr. Jansky will have charge of surveying factory production facilities and determining radio equipment requirements for all phases of radio communications, including broadcasting, under the plan calling for complete conversion of radio factories to war production [BROADCASTING, Feb. 23]. His immediate superior is Leighton H. Peebles, chief of the Communications Branch, under whom also fall the telephone and telegraph sections. Mr. Peebles heretofore has been handling radio matters, including contacts with DCB and FCC in connection with the newly promulgated freeze order.

Organization of the staff to be under Mr. Jansky and the surveys to be conducted by his department may slow up further development of the war conversion picture in the industry for the present. It was said at WPB headquarters, however, that restrictions aimed toward war conversion would become increasingly tighter. It was emphasized that the selection of Mr. Jansky's staff would be done carefully and methodically to insure its smooth functioning in the final setup.

Mr. Jansky is a former electrical engineering professor at the U of Minnesota, his father being professor-emeritus of the U of Wisconsin School of Electrical Engineering. He is a past president of the Institute of Radio Engineers.

Chesterfield Spots

ABSENT from the spot radio field for several years, Liggett & Myers Tobacco Co., New York, on Feb. 16 started a test campaign of 250 transcribed jingle announcements on three Chicago stations for Chesterfield cigarettes. Of two-minute duration, the jingles feature popular or Gilbert & Sullivan music, and are running on WAAF, WJJD and WCFL. Also being used for 70 spots weekly is WIND, Gary, Ind. Although it is probable the test schedule may result in a nationwide campaign, no confirmation could be obtained from Newell-Emmett Co., New York, agency in charge.

More Get Vimms

LEVER BROS. Co., Cambridge, Mass., this week and next adds five New York stations to the 36 already carrying one-minute transcribed daytime announcements and evening chain breaks for its new Vimms vitamin product. Stations are WOR WNEW WHN WMCA WQXR. Agency is BBDO, New York.

Candy Firms Stay on the Air Despite Problem of Priorities

Mars Main Exception as Others Continue Their Radio Campaigns and Conduct Test Drives

ADJUSTING distribution and production problems to cope successfully with the WPB allotments of sugar, leading candy bar manufacturers have indicated to BROADCASTING their intention of maintaining current radio schedules. Some manufacturers are conducting limited tests in certain markets, it was learned.

One exception, however, is Mars Inc., which on March 30 is discontinuing *Dr. I. Q.* on 90 NBC-Red stations, Mondays at 9-9:30. It has been reported that other sponsors have been interested in the program placed through Grant Adv., Chicago [see story on this page].

Expansion Plans

Testing and expansion are taking place in the schedules of E. J. Brach & Sons, Chicago (Brach almond nougat bar), and Schutter Candy Co., Chicago (Bit-O-Honey). The former account, concentrating in the Chicago area, is using five-minute early morning newscasts six times a week on WBBM through United Adv. Corp., Chicago. Schutter is conducting one-minute spot announcement tests through Rogers & Smith, Chicago, on WGN, Chicago, and WEEI, Boston, with a Defense Bond giveaway for lucky wrappers. If the test is successful, plans call for expansion into about 30 markets.

D. L. Clark Co., Pittsburgh (Clark bar), on Feb. 26 will shift *Service With a Smile* from its present time on 58 Blue stations at 8:30-9 p.m. to a half-hour earlier at 8-8:30 p.m., and has indicated that it will renew. A. P. Hill Co., Pittsburgh, is agency.

Williamson Candy Co., Chicago (Oh Henry!) will continue its present *Famous Jury Trials*, half-hour drama on 63 Blue stations, it was said. Aubrey, Moore & Wallace, Chicago, has the account.

Planters Expanding

Planters Nut & Chocolate Co., Wilkes-Barre, Pa., has been steadily increasing its schedule of news programs in the interest of its 5-cent peanut package. Goodkind, Joice & Morgan places a portion of this business. Planters also sponsors *What's On Your Mind* on CBS Pacific network through Raymond R. Morgan Co., Hollywood.

Other candy bar manufacturers reporting maintenance of present spot schedules are Paul F. Beich, Bloomington, Ill. (Whiz), placed by Arthur Meyerhoff & Co., Chicago; Bunte Brothers, Chicago, placed by Presba, Fellers & Presba, Chicago, and Curtiss Co., Chicago (Baby Ruth and others), which is in its second year on CBS with five-minute newscasts on 39 stations, as well as in a half-dozen markets with spot announcements. C. L. Miller Co., Chicago, handles the Curtiss account.

Big Demand

Analysis of effects of priorities on sugar, published by the National Confectioners Assn., points out that manufacturers may receive credits for sugar used in candy sold to military or naval reservations and vessels. The WPB sugar order issued last week for the month of March continues the February allotment to manufacturers, based on 80% used in the same month last year.

Current trade reports show a 20% demand for candy bars above last year, and as a result a number of manufacturers have rationed their jobbers and are withdrawing secondary brands from the market, concentrating on big sellers and keeping up production of last year. In some cases, experiments with dextrose in place of sucrose are proving satisfactory and the corn sugar may come into the wider use.

Another factor in the confectionery advertising picture is the fact that the manufacturer pays the freight on candy bars. As a result, a number of manufacturers are expected to concentrate on nearby markets in an effort to save freight costs. Stations in these areas will come in for their share in this business.

Trammell Improving

NILES TRAMMELL, president of NBC, operated on several weeks ago for appendicitis, is recuperating in Roosevelt Hospital. His condition is reported good.

Maddux V-P of WOR

RUFUS C. MADDUX, director of sales of WOR, New York, since December 1940, has been elected vice-president in charge of sales for the station, according to an announcement by A. J. McCosker, WOR president. Prior to entering radio, Mr. Maddux was managing director of the New Jersey Council, assistant sales manager of the New England Division of the Vacuum Oil Co., sales manager of the New England Division of Pan-American Petroleum, and director of advertising for the New England Council, in that order.

Mr. Maddux

Riggio and Mars Cancel Net Series

Maxwell House Drops Serial Due to Container Change

LAST WEEK saw the cancellation of three network programs by their sponsors, in all cases a result of the war, either directly or indirectly.

Invoking its war cancellation clause, Riggio Tobacco Co., New York, on Feb. 25 discontinued its thrice-weekly series on Mutual, featuring Ted Straeter and Jerry Wayne. M. H. Hackett, New York, agency for Regent cigarettes, denied that the war had affected foreign tobacco shipments, but stated the company wished to avoid "long commitments" for advertising its products, keeping promotion on a more "mobile" basis in case of emergency.

Candy Firm Off

Second sponsor to cancel last week was Mars Candy Co., Chicago, which will take off the NBC *Dr. I.Q.* program after the March 30 broadcast. Heard Mondays, 9:30-10 p.m., the program promotes Mars candy bars, production of which will be curtailed because of the sugar shortage. Agent is Grant Adv., Chicago.

Because of the WPB order reducing the manufacture and use of tin containers, General Foods Corp., New York, will discontinue the CBS serial *Kate Hopkins, Angel of Mercy* with the April 3 broadcast. Although Maxwell House coffee, which the program promotes, is currently testing glass containers, the company has decided to take the program off until packaging problems have been more clearly worked out. Agency is Benton & Bowles, New York.

Although John Morrell & Co., Ottumwa, Ia., had notified NBC that it was taking *Bob Becker's Chats About Dogs* off the air, the company is renewing the show as of March 1 [see story above].

VIMMS AND GIRL show radio's ability to get manufacturers and distributors together to mutual advantage. WLAW, Lawrence, Mass., arranged this dinner at the Andover Country Club where R. Webb-Peplow, assistant to the president of Lever Bros., told key druggists of Essex County about Vimms, Lever's new vitamin tablets. Seated (left to right): William H. Glover, past president, Mass. School of Pharmacy; Mr. Webb-Peplow; Joseph P. Oakes, WLAW; Russell Wood and Edward Shea, Lever Bros. Standing: Allan J. Battershill, president, Lawrence Wholesale Drug. Co.; James W. Daly, president, J. W. Daly Co.; "Miss Vimms," otherwise Ann Michael, of WLAW; John J. Mahoney, Lever Bros. Vimms has extended its transcribed spot campaign to 34 stations in 20 markets. Agency is BBDO, New York [BROADCASTING, Feb. 16].

Morrell to Switch To Dry Packaging

Calls Off Its Cancellation of Sunday Afternon Program

JOHN MORRELL & Co., Ottumwa, Ia., has developed a dehydrated dog food containing the same ingredients as its canned dog food Red Heart, enabling the company to continue to market the product.

The company's radio programs—*Bob Becker's Chats on Dogs* on 32 NBC-Red stations, Sundays at 2-2:15 p.m. (CWT) and on WGN, Chicago an hour earlier—although slated to go off the air on Feb. 22, have been renewed effective March 1 and will continue without interruption. In addition, spot radio will be used to introduce the new product, which will not make its appearance for a few weeks. Packaging and labeling details are being worked out.

Same Food Value

Morrell & Co. thus becomes one of the first to roll up its sleeves and solve the packaging problem, which, because of the restrictions placed on tin cans threatened to eliminate Red Heart from the market.

The radio program will be used exclusively to reassure the owners of dogs that there is no shortage of dog food, and to give hints on the conservation of present stocks of canned Red Heart in the hands of dealers and dog owners until the new product makes its appearance. The new product will retain the same nutritional values as the canned dog food, will be easy to handle, and will be prepared simply with addition of water. Henri, Hurst & McDonald, Chicago, handles the account.

WISE Joins MBS

WISE, Asheville, N. C., on Feb. 23 joined MBS as the network's 199th affiliate. Owned by WISE Inc., the station operates on 1230 kc., 250 watts.

Radio Industry Outlook Still Favorable

Over-All Increase Is Seen but Danger Of Unpredictables Is Recognized

Mr. Pellegrin was asked by BROADCASTING *to prepare this article on the basis of his most recent surveys of the immediate and prospective outlook for radio advertising in relation to the war and in comparison with other media. The over-all picture he presents is reasonably heartening in view of the world situation, though individual opinion may differ with his prediction that network advertising for the immediate future will remain about the same, that national spot decline slightly and that local will increase. For the NAB membership, Mr. Pellegrin recently completed a study of 'Wartime Radio Advertising' which is a revision of his analysis of 'The Effect of Priorities of Radio Advertising' issued last September.*

By FRANK E. PELLEGRIN

Director, Department of Broadcast Advertising
National Association of Broadcasters

AS COMMERCIAL radio finds itself in the first wartime period of its history, American broadcasters have no reliable past-performance charts to guide them.

Rapid and drastic changes in business and advertising have alarmed some, confused others. Advertising losses have been noted in some fields, with increases in other fields. And this uncertainty has been added to the broadcaster's already heavy burden.

The problems facing commercial wartime radio are numerous and serious. Charges against wartime advertising as an economic waste, the possibility of unwarranted regulation or excessive censorship, the increased tax load and the certainty of further increases, the demand on radio's manpower to fill essential posts in the armed forces—these are only a few of the complicated problems brought about by the new order.

And Then Pearl Harbor

Whether the industry can survive these and other unprecedented trials will depend largely on its ability to maintain revenue, and thus show that it is capable of sustaining the traditional American system of free, competitive broadcasting.

To help the industry plot its course through the uncharted seas of wartime commercial broadcasting, the NAB has gathered the unemotional and objective opinions of many advertising leaders here and abroad, as well as the facts on what has happened to radio in Canada and Australia, where the war effort preceded ours by two years.

This NAB survey, nearly a year in the making, resulted in a study on *The Effect of Priorities on Radio Advertising*, released to the industry last September. Offered only as a tentative guide, the opinions given then by various contributors were vindicated almost to the letter in the following three months.

Then came Pearl Harbor. The pre-war "exploratory" radio chart was rapidly outdated in a rush of new priorities, restrictions, rationing, the "all-out" conversion of some industries, and all the other factors you know so well. Therefore new surveys were made, new opinions sought, new trends noted.

The result is a revised outlook for radio advertising, but one that is—and must be—heavily qualified.

The heartening conclusion, however, as of this moment, is that radio is due for an over-all increase in business during the predictable future. What will happen after that—perhaps in six months, more or less—is anybody's guess.

At the outset, it is obvious that radio sales staffs face a greater challenge today than ever before, and must be constantly on the alert to adapt their pattern to changing conditions.

Sales efforts should be at least temporarily diverted from those fields which have been affected by material priorities, and directed into other fields with greater potentialities. All station records of last year's volume and sources of revenue should be interpreted in this new light, and sales quotas altered accordingly.

Spendable Income

At the base of the problem is the extent of spendable national income.

In 1941, national income was 85 billion dollars; Federal taxes took 14 billion. The national income for 1942 is estimated variously at from 92 to 110 billion, and taxes may be 27 billion. The increase in taxes, however, will largely be taken "off the top," and will not materially affect the consuming power of those best able to pay.

On the other hand, the great increase in national income will largely filter through "at the bottom," and will raise the purchasing power of millions of wage-earners and their families. These form the vast army of consumers for radio advertised products.

The National Resources Committee declares that 60% of the U. S. dollar market is made up of families with annual incomes of less than $2,000. Because of pre-war defense spending, 500,000 American families in 1940 moved up from the $1,000-a-year class into a higher bracket, and the estimate for 1941 is that 2,250,000 additional families did likewise.

Current tax provisions do not materially affect incomes under $2,000, and although new tax proposals now under consideration will broaden the base, the purchasing power of America's mass market is steadily growing, giving radio advertisers a far more fertile field for the promotion of available goods.

So true is this that radio has fallen in step with the nation's economists by cooperating with the Treasury Department in a powerful drive to withdraw billions of this new income from trade channels for the purchase of Defense Bonds, not only because of the paramount and patriotic necessity of financing the war, but also to avert inflation.

Canada's Experience

But to offset this partial diversion, rationing and priorities have made it impossible for millions of consumers to buy costly items such as automobiles, appliances and even homes. Therefore, in view of even the most optimistic predictions of total Defense Bond sales and other diversions of income, broadcasters—and advertisers—have little to fear regarding America's ability to purchase radio-advertised products.

The wartime experiences of Canada and Australia may be taken as a guide, although some interpretation is required because of different conditions prevailing. Thus far their early experiences have substantially, but not entirely, been duplicated here.

Figures for the first half of 1942 in Canadian radio advertising, as compared with the first half of 1940, may be expected roughly to approximate our experiences in the first half of 1942 as compared with the first half of 1941, allowing for certain variables. The Canadian figures show that network advertising held its own; that national spot business showed a 15% increase, and that local advertising showed a 25% increase.

Predicting the Future

The immediate prediction for the United States, however, on the basis of present evidence, is that network advertising will remain about the same; that national spot advertising may show a slight decrease, and that local advertising will show an increase.

The only point at issue there is the matter of national spot billing. But the fact that this showed an increase in Canada during the first half of 1941 does not necessarily mean, of course, that it will continue to increase in 1942.

Drastic rationing and the application of priorities did not go into effect in Canada, in many lines, until after they had taken place in the United States. In other words, although Canada entered the war at an earlier date, its industrial conversion was more gradual than

(Continued on page 48)

Benefits of Advertising Drives By British Government Shown

Writer in Commerce Department Periodical Says Similar Paid Campaign Would Be Helpful Here

SOMETHING of a stir was created in advertising circles last week when *Domestic Commerce*, weekly bulletin of the Dept. of Commerce, devoted its leading article to the subject "Advertising Puts Punch Into Britain's War Effort" and concluded with the following statement:

"We have quoted at length from this resume of English experience in the most important field of war, the minds of men, because it seems necessary that similar propaganda is vitally needed here. This may be a war of production. A machine never surrenders. It just quits operating. Men surrender, quit before the ultimate victory, because their minds falter, their wills fail, before the machines which they operate are destroyed."

Ad Drive Hinted

This led the *New York Times* to headline a Feb. 24 Washington dispatch based on the article: "Advertising Drive by U. S. Is Hinted." The *Times* dispatch emphasized that Jesse Jones is Secretary of Commerce, and noted that "this advocacy of Government use of advertising space by the organ of Mr. Jones' department, is in contrast to the proposal by some of the Treasury tax experts, who have been drafting the new 7 billion dollar program, that concerns engaged exclusively in war production should not be allowed to charge up advertising as a business expense—and therefore as a legitimate deduction from income for income tax purposes.

"Of interest in connection with the attitude of these tax experts," the *Times* continued, "is the fact that private enterprise is now paying for and contributing for Government purposes an amount of advertising space which has been estimated at between $20,000,000 and $30,000,000 and that the Treasury Department is said to have almost 90% of this space.

"On the other hand, the U. S. Government, as in the case of the

(Continued on page 50)

"SORRY, CLEVEDON ...I thought your name was Smith!"

PROFITABLE ADVERTISING, we've been told, sells the greatest number at the lowest cost.

That's axiomatic.

WOR believes in it.

For, of all media, radio gives today's advertiser the greatest opportunity to reach the greatest number. But in that opportunity lies a danger for the agency or advertiser who now relies on size of audience alone.

This is a period of shifting incomes, interests, and listening habits. Limited audience measurements no longer apply.

WOR knows this.

And this knowledge is based on facts uncovered by the "WOR Continuing Study of Radio Listening in Greater-New York."* This personal interview sampling goes on continuously, month after month. It finds out, from actual talks with all kinds of listeners in all kinds of homes, what programs get their greatest attention, what holds their interest longer, wins their confidence and makes them buy.

This is a pioneer venture for WOR, but it is not experimental. It brings to local radio – for the first time, we believe – a continuing means of evaluating the listener as a human being, not a mathematical digit. It offers the sponsor a method of pre-determining his audience; of speaking to the Clevedons or the Smiths. Or both. Thus a program on WOR begins working from its first moment on the air. This cuts a low station cost lower and boosts the profit on each product unit sold.

Such knowledge is a very good reason why it pays to discuss your time buying problems with WOR.

WOR at 1440 Broadway, in New York

★ *"Here's Morgan", that unique WOR show starring the unpredictable Henry Morgan, was shown to have 21 listeners in every ten homes checked—a hitherto rarely-checked audience-plus. Contrary to belief, Morgan is NOT a sophisticate's darling. He appeals to ALL income groups in ALL kinds of homes.*

Radio Employes Draft Status Left to Local Boards, Stations

Selective Service Says Deferments Are Dependent On Replaceability and Value to Station

PLACING the matter of securing induction deferments for radio personnel squarely on the shoulders of station management and local boards, Selective Service officials in Washington last week stated that deferment of men in all station departments would be contingent on two essential considerations—availability of replacement and value of the particular employe to the station affected.

It was also emphasized that any memoranda being sent to local boards from Selective Service Headquarters were based on studies made in various fields which considered the number of employes engaged in a particular occupation and the value of the employment to the community.

It was indicated that activity or association with the war effort and maintenance of the general social structure were prime considerations.

Memoranda Misconstrued

Directing attention to newspaper articles covering a press conference held Feb. 21 by Brig. Gen. Lewis B. Hershey, chief of Selective Service, referring to possible deferments of radio and newspaper employes, it was stated that a misconception had arisen regarding "general memoranda" being sent to local boards. In no case, it was said, are these memoranda to be considered as "directives". They can only be considered as advice to "be careful" in the handling of cases involving employes in certain essential occupations, it was added. Radio has been recognized by Selective Service Headquarters as an essential arm in the war effort, which would thus include the industry in Selective Service deferment considerations [BROADCASTING, Jan. 19].

It was further emphasized that deferment by a local draft board of any station employe does not grant an exemption to the employe. It was pointed out that every draft registrant is reclassified on the average of every six months and in some draft boards this reclassification is as rapid as every ten days. Consequently, it was said, the problem of drafting of station employes must be faced by station managements upon every local board reclassification.

Forthcoming Problem

Stations face an additional draft problem March 17 when the national drawing will be held to determine order numbers for men between ages of 20-21 and 35-44, who registered for the draft Feb. 16. No figures are available on the number of radio employes included in these age groups, but it is believed that a great many key employes will be affected by the drawing.

At NAB headquarters it was stated that recommendations have been made to Selective Service headquarters asking for deferment of key station employes, especially technicians, to prepare a "retrenchment" program for replacement of drafted men. This program would involve building up employe reserves for replacement purposes.

It was pointed out that the Radio Technicians Training Program, launched by the NAB, cooperating through the Division of Engineering Science, Management Defense Training of the U. S. Office of Education, may provide the needed reservoir of technician replacement. It is hoped by the NAB that enough men can be trained through the program to take care of both the needs of the armed forces and stations seriously affected by the draft. With temporary deferment granted to essential employes, it was pointed out, more time would be given to training of replacements and stations would then not be seriously affected by the changeover.

Retrenchment Hoped

Hope was also expressed at the NAB that among the trainees in the technician program there would be found enough men, either over draft age or physically unsuited for combat service, who could be used to offset draft inroads on station personnel.

To offset criticism regarding requests for draft deferment, it was suggested in some circles that the industry make no strong efforts to be placed in a "favored" class. Commenting on the duty falling on Selective Service quarters in determining "essential" and "non-essential" men in the war effort, retired Brig. Gen. Hugh S. Johnson, in his syndicated column of Feb. 24, stated, "It is only in the Government's interest that the man is taken—not his interest."

George Norton in Army

GEORGE W. NORTON Jr., owner of WAVE, Louisville, last week was commissioned a captain in the Army Air Corps and has been assigned to the Procurement and Assignment Division with the duty of guiding qualified men in the Southeast into suitable non-combative posts. His quarters will be established shortly in the Post Office Bldg. in Knoxville, and he will have as his territory Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida and the Carolinas. He has taken leave from the law firm of Crawford, Middleton, Milner and Seelbach, of which he is a partner.

Radio in Milk Drive

MILK FOUNDATION, Chicago, an association of dairymen and distributors in the Chicago area, has announced tentative plans for a $200,000 advertising campaign for increased milk consumption. All media including radio will be used, according to Carl Dayesnroth, executive secretary. An agency has not yet been appointed.

FCC Recognizes Operator Scarcity

Eases Requirements as Draft Officials Urge Leniency

RECOGNIZING the growing shortage of first-class radiotelephone operators, caused by military demands for experienced operators, the FCC on Feb. 21, upon recommendation of the DCB, relaxed its operator requirements to permit operation of stations of any class by holders of radiotelegraph first or second-class operator licenses or radiotelephone second-class operator licenses.

Shortage of operators has also been given sympathetic attention by Selective Service officials in Washington, who have sent a general recommendation to local draft boards requesting utmost consideration of radio technical employes in all cases deemed essential to the maintenance or operation of stations [BROADCASTING Feb. 23].

New Qualifications

The new FCC regulation provides that at least one first-class radiotelephone operator must be employed by each station to provide technical operation of the station and to provide any necessary major adjustments of transmitter equipment. It is intimated in the regulation that holders of other licenses may make minor adjustments in transmitter equipment.

It is further provided that in the event of unavailability of a first-class radiotelephone operator for a major transmitter adjustment, the station affected must cease operation until an operator is available.

Previous FCC regulations held that only first-class radiotelephone

(Continued on page 60)

FCC Resumes Issuance Of New Ham Licenses

FOLLOWING the request of the War and Navy Departments, the FCC has resumed issuance of new amateur radio operator licenses, it was announced last Thursday. The Office of Civilian Defense and the DCB, it is understood, also have submitted requests for reissuance of amateurs' licenses. The FCC was advised by the War and Navy Departments that classification of men for the services is facilitated greatly if qualified radio operator applicants are in a position to verify their claims by exhibiting a license.

Following cessation of amateur station operators after declaration of war, the FCC pursued a policy of not issuing new amateur operator licenses or amateur station licenses. Examinations for the former were continued, however [BROADCASTING, Dec. 15]. As a result there are now approximately 1,500 applicants who have passed the examination for operators' licenses and are now qualified to come under the new ruling.

National Biscuit Plans

NATIONAL BISCUIT Co., New York, whoch has used spot campaigns for two years for NBC Bread, is planning a similar series in mid-March using one-minute transcriptions about 12 times weekly in 20 markets. No further details have been released by McCann-Erickson, New York, agency in charge.

Lady Esther Test

LADY ESTHER Co., Chicago, on March 9 will start a test campaign for its cosmetic products, using evening chain-breaks on about 18 stations, and one-minute daytime announcements on WTIC and WDRC, Hartford. It is understood that if the test proves successful, the campaign may be enlarged. Agency is Pedlar & Ryan, New York.

CORNELL'S CO-ED ENGINEER, 22-year-old Beatrice Mead, daughter of a Long Island toolmaker, operates the controls of Cornell's commercial broadcasting station, WHCU, Ithaca, N. Y. The slim, vivacious brunette is an electrical engineering student who ranks in the top third of a senior class containing 33 males. Prof. True McLean, of the engineering school, who is also chief engineer of WHCU, cites Miss Mead as an example for thousands of other women who are eligible for training courses as radio technicians to take the place of men called up for service.

NOW

represented nationally by

EDWARD PETRY & CO., INC.

New York	Chicago	Los Angeles
Detroit	St. Louis	San Francisco

●

Shortwavers Put Plan of Operation Up to Government

Paley Advances an Alternative At Meeting in New York

BELIEF that the near future will bring about a settlement of the present disagreement between the Government agencies and the country's shortwave broadcasters over the policy of international broadcast operations to be followed for the duration of the war was expressed late last week by William S. Paley, president of CBS.

Queried by BROADCASTING concerning details of the so-called "Paley Plan" which he is reported to have proposed as an alternative to the proposals of the Donovan and Rockefeller Committees [BROADCASTING, Feb. 23], Mr. Paley said he was not in a position to make it public and since the plan "does not represent the thinking of the industry" it should not be publicized.

Stating the shortwave broadcasters are taking "no selfish position" in this matter and that "commercial interests as such are completely secondary," Mr. Paley said broadcasters have repeatedly expressed their willingness to do all in their power to aid in the nation's war efforts. "All our differences," he said, "are over the degree of Government control that should be exercised." His plan, he explained, was "just one attempt to achieve a meeting of minds" and was in no sense final.

Operators Discuss Plan

The Paley Plan was presented, it was learned, at a meeting of shortwave broadcasters held in New York last Tuesday, attended by representatives of CBS, NBC, Westinghouse and General Electric, the major American operators of international stations. Copies of the plan have been submitted to the Office of the Coordinator of Information (Donovan Committee) and the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee).

In essence, the Paley proposal is said to call for grouping of the country's shortwave broadcasters into two organizations, thus maintaining the competitive situation which has played an essential part in the development of the domestic American system of broadcasting, whose service to the listening public is unparalleled anywhere else in the world.

This dual arrangement, it is understood, would extend through Latin America as well as in this country. It is also understood that under this plan operation of the shortwave stations would be handled by practical, experienced broadcasters, working in close cooperation with Governmental officials and agencies.

Both the Donovan and Rockefeller plans, on the other hand, are said to call for almost complete Governmental control. The former,

(*Continued on page 54*)

Tax on Advertising Revenues And Franchise Levy Forecast

Proposals for New Legislation Are Believed to Include Double Imposts on Broadcastng

HEARINGS on the nation's biggest tax bill to raise 7 billion dollars in new levies, which are to start March 3 before the House Ways & Means Committee, may bring to light once again proposals for a special impost on broadcast revenues or franchise tax on radio facilities.

A franchise levy and the controverted 5-15% tax on net time sales thrown out by Congress last year are hinted by tax experts in Washington to be definitely within the proposals to be offered by the Treasury when the hearings open this week. The new Treasury proposals will be divulged with the appearance of Secretary of the Treasury Henry Morgenthau Jr. as the first committee witness.

General Advertising Tax

Reports on the tax proposals from usually reliable sources indicate that newspapers and magazines also face a tax on advertising revenues. This, according to the reports, would assess about $7,000,000 upon broadcasting time sales. However, because of deductions from corporation income and excess profits taxable returns, the actual levy might really produce between $4,000,000 and $5,000,000.

Also expected as a certainty are increases in the income tax on all corporations. It is felt the surtax rate may be raised so that with the normal income levy of 24%, the combined tax will amount to a rate of 45%. The excess profits tax is expected to be increased, although some form of average earnings plan is expected to be retained. In the past the Treasury has vigorously opposed a tax on the average earnings basis but Senator George (D-Ga.), chairman of the Senate Finance Committee, has expressed the opinion that no attempt will be made by the Treasury to revive the fight with Congress on this form of revenue raising.

It is understood the Administration is opposed to enactment of a general sales tax and it is not expected the Treasury will sanction such a move. However, there is growing sentiment in Congress for this form of tax since it represents an easy method of raising part of the new revenues.

It was indicated this sentiment on the part of Congress was brought out in meetings held last week by Treasury and Congressional tax experts who discussed the basic outline for the program.

Another tax gaining favor in Congress, it is understood, is a withholding tax on salaries. This is especially favored by Senator George who stated that a withholding tax would prevent any sharp boost in existing rates on corporate and individual income taxes.

A report that a 15% horizontal tax would be levied on all advertising media and would bring an estimated $100,000,000, was discounted by Treasury experts recently [BROADCASTING, Feb. 16]. It is not known how this figure was arrived at in view of estimated 1½ billion dollars annual revenue of all advertising media, which would bring such a tax far above $100,000,000. If this tax plan reappears, it is presumed that substantial exemptions would be provided due to the greater corporation income and excess profits taxes in the new program, and it is believed the estimate will be brought down at least within the $100,000,000 figure because of these deductions.

Thrown Out Last Year

Last year, following action by Congress which knocked out a proposed radio franchise tax, an alternative proposal was made to tax gross billings of stations with a view to raising $10,000,000 to $15,000,000 in revenues. This was recognized as discriminatory and Congress dropped the proposal.

In view of the revival of interest in these taxes, it is expected that revenue for the Government from any radio tax would be far in excess of last year's estimates because of the greatly increased gross billings of stations in 1941 and the estimates made for the early part of 1942.

Further speculation on the tax picture brings out the fact that in view of the recent conversion orders affecting receiver manufacturers, a new tax on sets and parts does not appear likely. However, as expressed by Secretary Morgenthau, the loss of taxable sources will only make the burden increasingly larger on available sources.

It is expected the basic policy of excess profits taxation will be retained. This is reported to be favored by Congressional leaders. Under the policy, corporations would be allowed to use as a base either the average earnings for the years 1936-39 or the rate of return on invested capital during those years, whichever is the more advantageous.

Present schedule of the House Ways & Means Committee for the new tax hearings calls for the appearance of Treasury and Congressional spokesmen for March 3-9, followed by representatives of industry and the general public.

SWEATER GIRL of WLW, Cincinnati, is Lucille Norman, staff singer, who left for Hollywood last week after successful screen tests for MGM in New York. She won a *Metropolitan Auditions of the Air* contest two months ago, and lately has been studying at the Cincinnati Conservatory of Music. She is a discovery of Howard Chamberlain, who signed her up for a mortuary program on KLZ, Denver, when he was program director of that station, and who engaged her at WLW when he became assistant program director of that station.

WPB to Restrict Cans For Beer, Coffee, Hams

TIN CAN manufacturers were given permission by the War Production Board last Wednesday to deliver until May 31 cans for packing beer, coffee and hams which were manufactured on or before Feb. 11. At the same time, however, the WPB froze stocks of these commodities in canners' hands which are to be packed under the new ruling.

Manufacturers were also permitted to assemble cans whose parts were cut or lithographed by Feb. 11 but when the cans are packed they must be held in stock until the Director of Industry Operations, WPB, decides on their disposition. The ruling was made, WPB stated, to prevent waste of material unsuitable for other purposes and at the same time to prevent spoilage.

Ad Council's Offices

THE Advertising Council has leased offices at 60 E. 42d St., for its New York headquarters and expects to move in sometime this week, according to the Council's managing director, Dr. Miller McClintock. An office will also be opened in the near future in Washington, he said. Personnel has not yet been selected, Dr. McClintock said, explaining that the Council's staff will comprise only a few individuals, since so much of its organization's work will be carried on by individuals and committees of advertising prominence who are contributing their time and ability to the Council's purpose of guiding and coordinating advertising's contribution to the war program.

FOR CHILDREN, *Adventures of Cuthbert, National Park Pup*, is prepared by the National Park Service, U. S. Dept. of Interior, and is being presented cooperatively among 30 local stations and schools. Program is a 15-minute dramatization on the wildlife of national parks written by Dorothea J. Lewis and is available upon request.

Tell us about the back, Rodin!

Yes, yes. A fascinating story!

The makers of HALLMARK greeting cards essayed the impossible. Or so went the industry tradition.

They put their mark on page 4, and went on the air to tell people about it, that it stood for a smart card, and why not ask for their cards by name.

And lo, it worked!

People asked for HALLMARK cards. In such numbers that Hall Brothers wrote, after two years of proof:

"Sales throughout all New England have materially increased as a result of our radio advertising. We are sincerely gratified with the job Stations WBZ-WBZA have done for us.

"As you know, your stations are the only ones used in New England."

Which we offer as another proof that WBZ is effective throughout New England. And as a reminder —for your own spot campaign in New England— that WBZ-WBZA covers 1,625,000 radio homes... eight out of every 10...at single station cost.

WESTINGHOUSE RADIO STATIONS INC • KDKA KYW WBZ WBZA WOWO WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

WBZ BOSTON 50,000 WATTS

14th NAB District Selects Ed Yocum

Replaces O'Fallon on Board; War Assistance Pledged

CONCENTRATING on radio's part in the war effort, broadcasters of Colorado, Utah, Wyoming, Montana and Idaho, making up the 14th NAB District, met at Denver last Wednesday and elected Ed Yocum, general manager of KGHL, Billings, Mont., as district director for a two-year term succeeding Gene O'Fallon, KFEL, Denver.

Mr. Yocum

Expressing the need for coordinated effort for victory in the war, the broadcasters adopted resolutions pledging all aid to the various Government agencies, emphasizing the Office of Censorship, the Office of Facts & Figures, DCB and the recently formed Broadcasters Victory Council.

At the open session of the meeting addresses were made by Bill Bailey, radio branch, Bureau of Public Relations, War Dept.; Lieut. L. L. Lovett, USNR, assistant public relations officer for the 12th Naval District; Capt. Roberts, USMC; and C. E. Arney Jr., assistant to NAB President Neville Miller, who discussed means being used by broadcasters to lend greater aid to the war program.

Congratulations were extended at the meeting to Neville Miller, NAB president, for his suggested policies to be followed by the industry to achieve unity and to aid in the war effort and his pledge on behalf of the industry to President Roosevelt following the Japanese attack on Pearl Harbor. A resolution was adopted to give severest scrutiny to all news releases and other news sources for traces of enemy propaganda.

Those Attending

Officers and personnel of SESAC were thanked in another resolution for the aid given broadcasters by the organization. A resolution was also adopted pledging unanimous support to BMI and urging all stations to contract for the new BMI licenses. Attendance included:

Frank Bishop, Holly Moyer, Eugene O'Fallon, Cecil Seavey, KFEL; Stan Brown, James E. MacPherson, R. H. Owens, Lloyd E. Yoder, KOA; T. C. Ekrem, Joe Finch, William D. Pyle, KVOD; Fred D. Fleming, Don McCraig, Hugh Terry, Bud Thorpe, Harvey E. Wehrman, KLZ; Wesley O. Tomlin, KFOF; William C. Grove, Tracy S. McCraken, KFBC; Ralph W. Hardy, E. G. Pack, Glenn Shaw, KSL; Charles Howell, Rex Howell, KFXJ; Frank E. Hurt, KFXD; J. H. McGill, Curt Ritchie, KGHF; Francis Price, KFKA; Ed Yocum, KGHL; C. E. Arney Jr., NAB; Bill Bailey, Radio Branch, War Dept.; Milton Blink, Standard Radio; Emile J. Gough, SESAC; Carl Haverlin, BMI; Harold Heroux, INS; Clifford Houston, State chairman of civilian morale committee, radio committee, U of Colorado; Raymond Keane, Raymond Keane Adv. Agency; Robert B. Hudson, Rocky Mountain Radio Council; Lieut. L. L. Lovett, USNR; Robert K. Richards, Office of Censorship; R. F. Schuetz, NBC Radio Recording Division; Ralph Wentworth, Lang-Worth.

Cessation of Jap Broadcast Listings Urged at 16th NAB District Meeting

CONCLUDING that news services' releases concerning the broadcasting by American prisoners of war in Japan serve to emphasize the Japanese broadcasts, the 16th NAB District meeting in Los Angeles, Feb. 23, resolved that such releases should be discontinued. The resolution also stated that information on enemy broadcasts tends to create listener interest in them and brings an increasing number of people under the influence of Japanese and other Axis propaganda.

Representing 26 stations in Southern California, Arizona and New Mexico, 60 members attended the meeting. Speakers included C. E. Arney Jr., assistant to NAB President Neville Miller, who made a comprehensive report of the organization's wartime activity. Bob Richards, former production manager of WSPD, Toledo, now assistant to J. Harold Ryan, assistant U. S. censor in charge of radio, discussed censorship problems and activities to combat foreign propaganda.

Urges BMI Support

Pleading for dollar backing of BMI, John G. Paine, general manager of ASCAP, warned that BMI faces oblivion unless greater financial support is given his organization's competitor. Carl Haverlin, BMI vice-president, addressed "off the record" remarks to the broadcasters and explained contracts of his company. It was resolved at the meeting that stations in the 16th NAB district, now licensed by BMI, should agree to sign the new BMI licenses promptly. Other stations were urged to do likewise.

Other speakers included Robert Coleson, administrative executive, Radio Branch, Bureau of Public Relations of the War Department; Maj. John S. Winch, U. S. Marine Corps; Ensign Tom Frandson, Public Relations Branch, USN, former announcer of KFI-KECA, Los Angeles.

Following the general meeting, NAB member stations held their biennial session, electing Calvin J. Smith, KFAC, Los Angeles, manager-director of the 16th district for a two-year term. Harrison Holliway, general manager of KFI-KECA, incumbent manager-director, declined nomination for re-election.

Those Attending

Ben S. McGlashan, H. Duke Hancock, KGFJ; Warren Worcester, Homer Griffith, KFMB; J. A. Reilly, KOY; L. W. McDowell, KFOX; Robert Reynolds, KMPC; Harry Maizlish, E. C. Hughes, Manning Ostroff, KFWB; Fox Case, Harry Witt, KNX; Clete Roberts, Blue Network; Glan Heisch, Harrison Holliway, Ernest Felix, Clyde Scott, Curtis Mason, Bernie Milligan, KFI-KECA; Calvin J. Smith, KFAC; John Babcock, KFSD; Frank M. Kennedy, Van Newkirk, KHJ; Ernest L. Spencer, KVOE; Lyman Smith, KMTR; J. C. Lee, KFXM; L. A. Schamblin, KPMC; N. Vincent Parsons, Leon Hall, KPPC; Lee Wynne, KGER, John Austin Driscoll, KDRK; R. F. Schuetz, Jennings Pierce, NBC; Lee Hacker, KVEC; Dick Lewis, KTAR; Bernard H. Linden, FCC; Richard F. Connor, So. California Broadcasters Assn.; Gerald King, Standard Radio; C. E. Arney Jr., NAB; Robert Richards, Office of Censorship; R. C. Celeson, radio branch, War Dept.; Ensign Tom Frandsen, USN; C. P. MacGregor, C. P. MacGregor Inc.; Carl Haverlin, Harry Engel, BMI; E. J. Gough, Leonard Callahan, SESAC; Milton Harker, International News Service; Hubert Gagos, United Press; Chester G. Matson, Edward Petry & Co.; Maj. John S. Winch, USMC; Herman Greenberg, Richard J. Powers, John G. Paine, ASCAP; Carleton Coveny, John Blair Co.; Pat Campbell, Word Broadcasting System.

UP UPSETS JAPS
Causing Change in Programs
Broadcast to U. S.

JAPANESE radio propaganda technique has been revamped as an indirect result of a unique stunt employed by United Press, the news service stated Feb. 24.

Members of UP's shortwave listening post in San Francisco discovered the Japanese were offering recorded voices of purported American prisoners as bait for approximately 15 minutes of propaganda which preceded the voice recordings.

UP's listening post filtered out propaganda and made recordings of the voices which were presented to families of the prisoners. Japan thereupon changed its broadcasts, discontinuing the recordings. Instead a Japanese announcer read messages of American prisoners in English. This substitution cut listener interest in Japanese broadcasts, UP says.

GEORGE L. FECKE, former radio director of Metro-Goldwyn-Mayer and later vice-president of Arthur H. Felton & Co., has joined L. E. McGivena & Co., New York, as an account executive.

FLORIDA RADIO TAX ADJUDGED ILLEGAL

A STATE, county or municipality is powerless to levy a license tax on a radio station doing a general business under a license from the FCC, according to a ruling handed down Feb. 23 by Federal Judge William J. Barker in a test case brought by the Tampa Times Co., owner of WDAE. Filing suit in 1937, the station owners sought to restrain the county tax collector from collecting a state and county license tax imposed by the State Legislature on the contention that WDAE was under the exclusive jurisdiction and regulation of the U. S. Government.

Citing the Communications Act of 1934, "which preempted the field of radio broadcasting and communications", Judge Barker maintained that "the State of Florida does not have the right to levy a license tax upon the business of radio broadcasting." He declared any and all such laws as Chapter 18011, Acts of Florida, 1937, null and void and granted the plaintiff station a perpetual injunction against the defendant and his successors.

This same question is involved in a suit pending in Circuit Court to restrain the City of Tampa from levying a license tax from WDAE.

IT&T Changes Plans

INTERNATIONAL Telephone & Telegraph Co., New York, which has been sponsoring *Good Neighbor News* five-weekly on WABC, New York, and six-weekly on WJSV, Washington, on March 3 is discontinuing the institutional program on WABC with the start of the CBS series for General Electric Co., featuring Frazier Hunt, in the period 6-6:15 p.m. The IT&T program was heard 6:10-6:15 p.m. on both stations and will be continued on WJSV, 6:15-6:20 p.m., Monday, Wednesday, Thursday and Friday. Agency is Marschalk & Pratt, New York.

RESPONSIBILITIES of the NAB 16th district director were discussed by this group of executives following election of Calvin J. Smith, general manager of KFAC, Los Angeles, to that office on Feb. 23. Seated are (l to r): C. E. Arney Jr., assistant to Neville Miller, NAB president; Harrison Holliway, general manager of KFI-KECA, outgoing director; Calvin J. Smith. Onlookers are (l to r): Bob Richards, assistant to J. Harold Ryan, chief radio censor of the Office of Censorship, and Robert Coleson, administrative executive of the radio branch, Bureau of Public Relations of the War Dept.

STANDOUT
Program Merchandising
Twelve KLZ Services Not on the Rate Card
1. Monthly Mailing of Program Schedules.
2. Movie Trailers.
3. Mailings to Key Retailers.
4. Illuminated Lobby Displays.
5. Merchandise Display Windows.
6. Program Previews on the Air.
7. Bulletins to Dealers.
8. Route Lists; Food and Drug Outlets.
9. Personalized Sales Assistance.
10. Distribution Surveys.
11. Posters, Displays for Key Dealers.
12. Program Listings.
KLZ
CBS
560 Kilocycles
5,000 Watts
DENVER
Affiliated in Management With The Oklahoma Publishing Co. and WKY Oklahoma City ★ Represented by The Katz Agency, Inc.

Drug Trade Cooperates With Miles

Proprietary Concern Develops Remote Regions

By OLIVER B. CAPELLE

Sales Promotion Manager
Miles Laboratories Inc.

LET'S UNDERSTAND one point clearly! The last thing that Miles Laboratories will do is to boast of its success as a radio advertiser.

Today, of all proprietary medicine manufacturers, the Miles company is said to be the nation's largest investor in radio.

Mr. Capelle

We owe a very large measure of our sales success to radio advertising.

When people inquire the "secret" of whatever success we have gained through the use of radio, we are mystified. We have no secrets whatever. Yet we do subscribe to three general rules.

We believe it is necessary:

1—To use enough facilities to acquaint the entire population with our merchandise.

2—To present programs that a majority of the people are glad to hear.

3—To "hew to the line" in all the claims we make for our Alka-Seltzer and One-A-Day Vitamin Tablets.

It is, we realize, a far cry from the small start we made with the *National Barn Dance* hour in 1933 on a single station—WLS in Chicago—to our 1942 lineup.

A Fancy Lineup

Our present total of broadcasts per week is the largest in Miles history. We have the *National Barn Dance*, a full hour show on the Red Network, coast-to-coast, every Saturday night. We have the *News of the World*, a 15-minute digest by NBC reporters here and abroad, five nights a week, also on the Red Network. We have the *Quiz Kids* half-hour program every Wednesday evening on the Blue. We have *Lum & Abner* all over the map. Besides the live *Lum & Abner* show on the Blue four evenings a week, we use the same show transcribed on the Keystone network, with a few high-powered Columbia stations thrown in for good measure.

There are other broadcasts too, but this gives a general idea of Miles coverage.

Such a schedule costs money, but it is the only way we know to reach every possible customer effectively. In our opinion, it is just as necessary to cultivate trade in a remote part of Texas as it is to encourage it in New York or Chicago. Because we do this, the drug trade everywhere is willing to give us substantial cooperation.

Our products are family products, helpful to people of all ages. For this reason our programs must be acceptable to old and young alike. We accordingly hold to the principle that nothing we say on the air shall be unacceptable in any quarter. It is pleasant to operate that way and we think it brings the best returns.

Temperamental top-flight stars have no place on our shows. We pay our artists well, but we don't have to coddle them. Lum and Abner are regular people. The Quiz Kids are changed each week. *News of the World* has no prima donnas. If a guest star on the *Barn Dance* is uncooperative, we work with him pleasantly, but we don't bring him back. It is the harmonious way to operate.

Old-Fashioned? Sure!

We realize that some people think of the *National Barn Dance* and *Lum & Abner* as being old-fashioned. It is to reach those people who do not care for rustic humor and music that we have such shows as *Quiz Kids* and the *News of the World*.

But if any evidence is needed of the general popularity of the Alka-Seltzer *National Barn Dance*, we never need have trouble in obtaining it. When this show plays on its home grounds, the Eighth Street Theatre in Chicago, the place is crowded each Saturday night. When it moves to a spot like the Great Lakes Training Station, as it did a few weeks ago, the reception given it by the men in the navy is wonderful testimony. When it moves, as it did more recently, to the auditorium in Buffalo, where it played for the *Buffalo Evening News*' "smokes for soldiers" campaign, and all the reserved seats in the 14,000 capacity building were sold out two weeks in advance of the performance, we know whether the general public likes what we have to offer.

Disc Appeal

In 1941 we made one pioneering move that proved interesting. Keystone solicited us for a transcribed program on its approximately 130 stations. These are mostly 250-watters and no large advertiser up to that time had seen fit to use them as a group. We thought we had an ideal program for small towns in *Lum & Abner*, so we decided to give Keystone a trial. Our faith in this setup has since been justified.

In December we offered without much ballyhoo, on four consecutive programs, a photograph of *Lum & Abner* to all the small-town listeners to this transcribed show. We did not offer the picture on our live network show.

As must be expected, the response by stations varied greatly. It ranged from a minimum of seven requests to a maximum of 8,200, but the average per station was close to 500 requests, which we considered exceptionally good.

Any concern that advertises proprietary medicines on the air has a big responsibility. The goods should be offered in an appealing way, but without exaggeration. We have a large research group, located inside and outside our organization, which must approve every medical claim we make before it goes on the air. This protects the public from any wrong conception of what our products will do, and it protects us from governmental policing.

Sometimes we think we understate the merits of our products. The temptation to overstate the merits of something good will always exist, but to this temptation we try very hard not to yield.

Radio advertising, after all, requires little more than good, common sense. By getting adequate coverage, by appealing to the family circle, and by sticking to the truth, Miles Laboratories so far has been able to roll along reasonably well.

DRUG PLAN SUCCESSFUL
WGSN Reports Unusual Results With Retailers

WORKING closely with the Alabama Pharmaceutical Assn. since Dec. 1, 1941, WSGN, Birmingham, reports "extraordinary" results for its "drug plan" under which four quarter-hour weekly are sponsored by the association under the title, *Your Friendly Druggist*. Consisting of world news, the show is

Announcer Terry Steps Into Character

conducted by Bill Terry with commercial copy written by Mrs. Thelma Morris Coburn, association secretary.

The drug association mails a bulletin to its members every two weeks giving its campaign outline for the next two weeks and a discussion of the WSGN program. WSGN also mails a bulletin synchronizing it to come between the association releases. *Your Friendly Druggist* is donated to the drug trade by WSGN but the station reports that advertising obtained on the series is more than paying for it. WSGN reports that pharmaceutical associations in other States have written for permission to use the idea.

GREGOR ZEIMER, European news-analyst at WLW, Cincinnati, and author of the current best-seller, *Education for Death*, has just sold an article on Nazi Germany to *Look* magazine.

Field and Clark Acquire 45% Interest in WHIP For a Total of $75,000

REPORTS covering changes of stock ownership in WHIP, Hammond, Ind., in which Marshall Field 3d has acquired 30% of the common stock and John W. Clarke 15%, were filed with the FCC last week by George Porter, counsel for the station. The deal became effective Jan. 31, but since control was not involved only a report on change of ownership and financial details was acquired by the FCC.

Mr. Field, publisher of the new *Chicago Sun* and owner of New York's advertisingless daily, *PM*, is a close, personal friend of Mr. Clarke, Chicago investment broker. Together, they acquired most of the stock owned by Doris Keane, WHIP manager, who continues in that capacity, plus some Treasury stock. Mr. Field paid $50,000 for his 30%, Mr. Clarke $25,000 for his 15%. Miss Keane formerly owned 25% of the outstanding stock, with Dr. George F. Courrier owning 51%.

Under the new setup, Dr. Courrier retains control and remains as president of Hammond-Calumet Broadcasting Corp., the licensee. Mr. Clark becomes vice-president, and Miss Keane remains as secretary and station manager. Mr. Field becomes a director.

It was learned that the company also advised the Commission of its plan to issue $75,000 in debentures to provide working capital for its projected new plant for which a construction permit is held for 5,000 watts fulltime on 1520 kc., using a five-tower directional array at a site just outside Chicago. The CP calls for completion by March 29, but an extension is being requested. At present the station operates daytime only with 5,000 watts on that channel.

Chemical Expansion

CHEMICALS Inc., Oakland (Vano household cleanser), which entered radio two years ago with a test campaign on one station in Sacramento, has expanded to 22 stations on the East Coast and California. It is using the *Marjorie Mills* home economics program on 19 Yankee Network stations, WNAC WTIC WEAN WTAG WICC WCSH WLLH WSAR WLBZ WNBH WBRK WNLC WLNH WRDO WCOU WHAI WEIM WSYR WOR; participations in the *Agnes White* and *Mirandy* programs on KFI, Los Angeles; two spot announcements daily on KJBS, San Francisco. Agency is Botsford, Constantine & Gardner, San Francisco.

Wine News, Spots

ITALIAN SWISS COLONY, Asti, Cal. (wine), in February started for 52 weeks a twice-weekly sponsorship of Fulton Lewis jr. on KFRC, San Francisco; KHJ, Los Angeles; KGB, San Diego; KOY, Phoenix, along with an announcement campaign on five stations in various parts of the country. Agency is Leon Livingston, San Francisco.

Morning, Afternoon, or Evening—

Morning Index Mon. Through Fri. 8 A. M. to 12 Noon	WWJ	Second Station	Third Station	Fourth Station	Fifth Station	Sixth Station	Seventh Station	All Others
	49.2%	25.0%	11.5%	8.8%	0.8%	2.7%	1.5%	0.5%
Afternoon Index Mon. Through Fri. 12 Noon to 6 P. M.	**WWJ**	**Second Station**	**Third Station**	**Fourth Station**	**Fifth Station**	**Sixth Station**	**Seventh Station**	**All Others**
	38.8%	30.5%	12.1%	6.8%	6.4%	1.7%	2.4%	1.3%
Evening Index Sun. Through Sat. 6 P. M. to 10:30 P. M.	**WWJ**	**Second Station**	**Third Station**	**Fourth Station**	**Fifth Station**	**Sixth Station**	**Seventh Station**	**All Others**
	41.5%	33.6%	15.1%	5.4%	1.7%	1.3%	0.8%	0.6%
Total Index 8 A. M. to 10:30 P. M.	**WWJ**	**Second Station**	**Third Station**	**Fourth Station**	**Fifth Station**	**Sixth Station**	**Seventh Station**	**All Others**
	41.8%	31.5%	13.7%	6.3%	3.0%	1.6%	1.4%	0.7%

From Hooper Station Listening Index for December, 1941—January, 1942

More People listen to WWJ than to any other Radio Station in Detroit!

The charts above show conclusively that WWJ is the most - listened - to station in Detroit, at any period of the day. However, that is only part of the story. What the charts *do not show* is the fact that industrial plants in the Detroit area are today employing more defense workers, *at higher pay*, than are to be found in any other industrial area in America! That's what makes WWJ's extraordinary coverage in this market such an outstanding buy for radio advertisers. Gear your spring sales activity to high spendable income. Concentrate on Detroit, and on WWJ.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Owned and Operated by The Detroit News

Associate Station W45D—F.M.

OFF Working Out Priorities On Federal Use of Radio Time

Government Bureaus Recite Their Needs During Conferences With Advertising Committees

STILL LAYING the groundwork for eventual establishment of a "system of priorities" for better organized and more effective utilization of radio in the war effort, the Office of Facts & Figures, designated as the clearing house for all Governmental broadcasts, is continuing its direct contacts with radio media and advertising committees and bringing them together with public and radio relations men of the various Government departments and bureau for exchanges of ideas.

Last Tuesday another session was held in the offices of William B. Lewis, OFF radio chief, and Douglas Meservey, his assistant, with the committee of network-agency representatives and on Friday the committee of station operators again went into a huddle in Washington. [Memberships of the committees were listed in the Feb. 23 BROADCASTING.] Whereas the preceding week the topic under discussion was war production and conversion, with WPB officials sitting in, last Tuesday and Friday the radio liaisons conferred with Army, Navy, Marine Corps and Treasury officials handling radio matters.

MacLeish Talks

Last Saturday, Archibald MacLeish, OFF director, was to go to the broadcasting industry over closed circuits of the combined networks with a heart-to-heart talk on what the Government expects from radio during the war emergency. His talk, scheduled for 1:45 p.m., was not to be broadcast but all station managers were monitored to bring their staffs into the studios to hear it, and also to invite the executives of non-network stations in their communities. Despite the fact that Mr. MacLeish's words were intended to be heard by everyone of importance in the broadcasting field, the OFF declined to release copies of his speech and asked that it be not reported.

OFF's plans for integrating radio usage, particularly to overcome the problem of overburdening the stations and listeners with publicity being sent out by individual Government agencies, are still in the formative stage—but assurances were forthcoming that the "system of priorities" embracing the Government's information needs will soon be worked out. First it is seeking the advice and counsel of those who stage radio's programs, and this is the reason for the series of Tuesday and Friday meetings which will continue for several more weeks.

Last Tuesday the network-agency committee met with Edward M. Kirby, chief of the radio branch of the Public Relations Department of the Army; Capt. Leland P. Lovette, assistant director of public relations of the Navy; Jack Hartley, chief of the Navy's public relations radio section; Maj. George T. Van der Hoef, Marine Corps public relations; Vincent F. Callahan, chief of the press and radio section of the Treasury Department's defense savings staff.

Government's Needs

The same group met again Friday with the stations committee comprising Neville Miller, NAB president, and the five representatives of various groups in the broadcasting industry who also make up the Broadcasters Victory Council [BROADCASTING, Feb. 23]. The same Government officials attended and went over the same ground.

While the meetings were closed, it was learned that each of the Government men described to the committees what his particular branch was doing and suggested future needs. Capt. Lovette, recently returned from Pear Harbor to act as Admiral Hepburn's right-hand man on public relations, outlined military policies and described what can and cannot be released in the way of information, and why.

Mr. Callahan, whose section has achieved extraordinary success in the use of radio time, is reported to have told the committees that his problem now is "quality rather than quantity" since many outlets have been all-too-generous in the donation of time to the Treasury's bond-selling campaigns. As reported from the sessions, he stated that the Treasury programs and announcements are sometimes supplemented by programs of the stations' own making which, added to the material from Washington, often has led to an excess of radio usage.

This admission from the Government's most extensive "sponsor" of donated radio time is said to have struck the keynote of the sessions. Better coordination of time devoted to defense needs, so as not to impose upon listener patience and interest, is expected to be the prime purpose of the OFF clearing house plan when finally put into effect.

This week's Tuesday and Friday meetings will bring together the same committees with Sherman Mittell, coordinator of radio activities, Federal Security Agency; Wallace Kadderly, radio director, Dept. of Agriculture, and a representative of the Office of Civilian Defense.

Next week's sessions on the same days will be with Shannon Allen, radio director, Dept. of Interior; Pat Weaver, New York radio director of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee); Clinton Mosher, of the information section of the Maritime Commission.

NELSON'S AIR PLANS
WPB Director to be Heard Tuesday Nights

SCHEDULE of Donald M. Nelson's four broadcasts to the nation during March was arranged last Wednesday by the networks in cooperation with radio officials of the War Production Board after clearing through the Office of Facts & Figures.

Some changes were made in the schedule as originally planned [BROADCASTING, Feb. 23], chief of which was the shift to two Tuesday nights—the first being occasioned by the fact that President Roosevelt is again to be heard Monday night, March 9.

The war production chief, appealing to the public to exert all-out effort in the war drives, will speak Monday, March 2, 9:45-10 p.m. (EWT), on the Blue Network; Tuesday, March 10, 10:15-10:45 p.m. on Mutual; Tuesday, March 17, 10:30-10:45 p.m. on CBS; Monday, March 23, 9:45-10 p.m. on NBC-Red.

Mutual and the Blue have given blanket authorization to non-affiliate stations to transcribe the talks off the air and repeat them, provided the local affiliate approves.

NAVY TRAINEES in the ultra-high frequency radio school, Chicago, are in charge of these radio men—Ensign E. S. Pulliam (left), formerly news editor of WIRE, Indianapolis, officer in charge, and Ernest P. Peterkin, chief radio man, on leave as president of Peterkin Radio Laboratories, Detroit. Ensign Pulliam's father is Eugene C. Pulliam, owner of WIRE.

Apple Campaign

WASHINGTON STATE Apple Adv. Co., Wenatchee, Wash., is conducting an announcement campaign on 40 stations, using 100-word live spots day and night. The campaign varies from three to six weeks in different localities. Agency is J. Walter Thompson Co., San Francisco. The station list:

WRC WMAL WOL WCAU WFIL KYW WHK KSD KWK WLAC WTCN WKY WJDX WMC WAPI WBRC WMAQ WLS WMBR WGST WSMB WXYZ WCAE KDKA WOR WHN KRNT WNAX WMT KFRC KGNC KABC KTSA KTRH KRLD

Navy to Examine Reporters' Stories

Newsmen Must Submit Pieces To Commanding Officers

BOOSTING his staff to 11 separate departments, Rear Admiral Arthur J. Hepburn, chief of Naval public relations, last Tuesday completed revision of the Navy public relations policy regarding taboos on direct information.

The new policy does not prohibit a station from broadcasting material approved for newspapers so long as the station is local. It was indicated, however, that the Navy is attempting to place further restrictions on stations because of the belief that enemy naval vessels lying close to coast lines can instantly profit by broadcasts.

Gates to Be Open

Under the new policy, the gates of every naval shore station and the general headquarters of every sizable naval air command will be thrown open to accredited American correspondents. Although radio newscasters are not mentioned specifically, it is expected they will be included.

Admiral Hepburn's plans include submission of all stories to the commanding officer of the naval units covered. This plan, it is believed, will remove the necessity for blanket rulings on published matter and will bolster Navy countermeasures against the "Pearl Harbor psychosis", so termed because most dispatches after the Dec. 7 attack were of a pessimistic nature.

It is believed that the new plan of allowing the Navy to see material before announcement or publication will aid greatly in relieving Navy resistance to radio and the press.

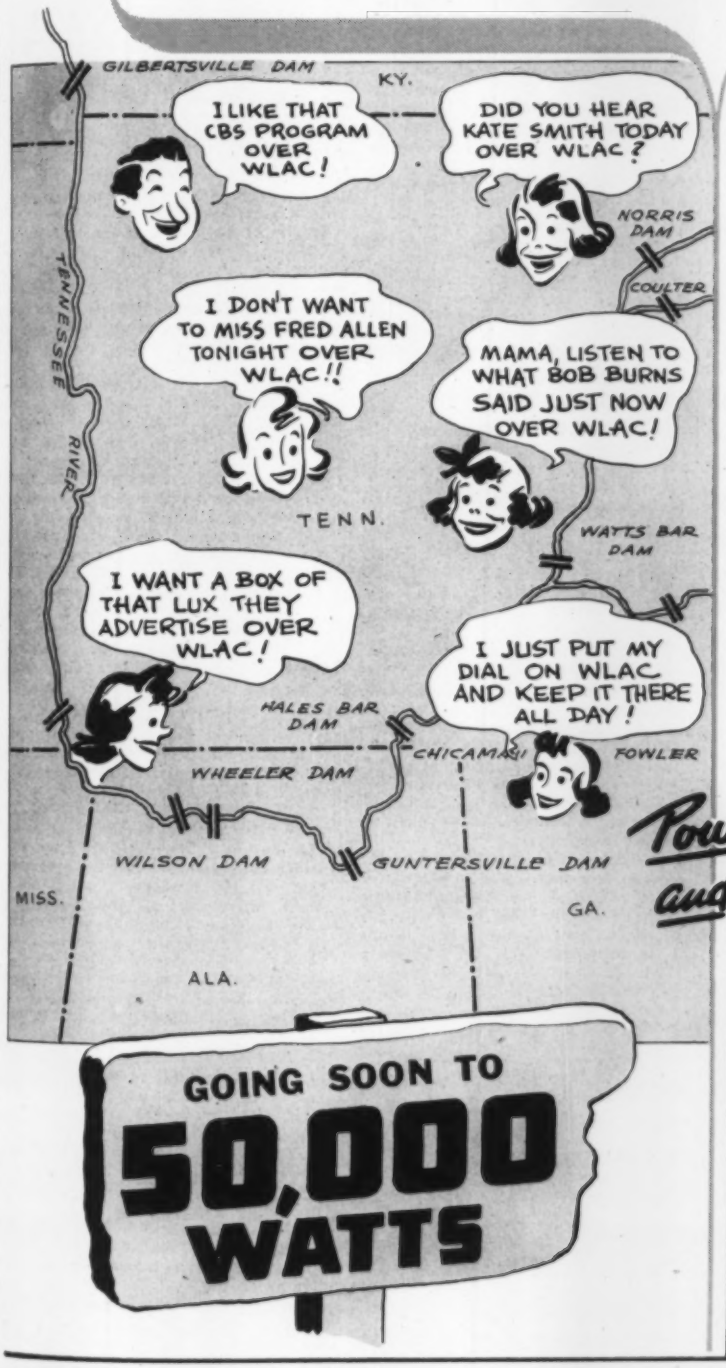
Included in the 11 new departments is one devoted to radio, headed by J. Harrison Hartley, chief of the radio branch, Navy Public Relations department, who will supervise all radio material. It is understood Mr. Hartley's office will act as a clearing house for radio material, including sponsored shows and other programs with a naval background.

Chain Doubles Budget

NATIONAL SHOE STORES, New York, chain of over 70 retail stores, has announced that its radio advertising budget will be approximately doubled for the coming season with the addition March 23 of six-weekly participation on the Mary Margaret McBride program on WEAF, New York, and three quarter-hours weekly on Alan Courtney's program on WOV, New York. Company already uses spot announcements thrice-daily on WOV, in addition to three quarter-hours of Martin Block's *Make Believe Ballroom* on WNEW, New York, and daily participations on Uncle Don's show on WOR, New York. Agency is Emil Mogul Co., New York.

Programs *and* Power

TO COVER THE "VALLEY"! *



* You get *double* value when you advertise over WLAC in Nashville, Tennessee. Not only do you get power to cover the rich Tennessee Valley, but you get listener loyalty to the *programs* that fill WLAC's schedule.

National spots, local and CBS shows of distinction keep them listening in the "Valley".

Power where Power counts MOST! and programs that please most, too!

WLAC

NASHVILLE, TENN.

CBS ★ UP NEWS

THE STATION OF THE GREAT TENNESSEE VALLEY

J. T. WARD, OWNER ★ F. C. SOWELL, MANAGER ★ PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

Full Text of Court Decision in Network-Monopoly Case

Before: L. HAND, C. J.; GODDARD and BRIGHT, D.JJ.

Upon motions before answer by the defendants under Rule 12 (b) (1) to dismiss for lack of jurisdiction the complaints in two actions brought under ss 402 (a) of Title 47, U. S. Code, to enjoin and set aside certain regulations of the Federal Communications Commission.

JOHN T. CAHILL, for NBC; Charles E. Hughes Jr., for CBS; Telford Taylor and Thomas E. Harris, for the United States and the Commission; Louis G. Caldwell, for MBS, intervener.

L. HAND, C.J.: These actions were brought to declare invalid and set aside certain regulations originally promulgated by the FCC on May 2, 1941, and amended on Oct. 11, 1941; in their final form they appear at the end of this opinion. After the actions were filed the Commission, on Oct. 31, 1941, promulgated a further regulation in the form of a "minute", also appearing at the end of the opinion.

Preparatory to the issuance of the regulations the Commission had held hearings at which nearly 9,000 pages of testimony were taken; among others whom it had invited to attend, were the two plaintiff "networks", which accepted and took part by introducing extensive evidence. When the regulations appeared, the "networks" brought the two actions at bar under SS 402 (a) of Title 47, U. S. Code, to set them aside as beyond the powers of the Commission and as arbitrary, unreasonable and without basis in the evidence. Upon the complaints so filed and voluminous affidavits they then moved for a preliminary injuction against their enforcement pendente lite.

Counter Motions

In the action brought by NBC, two "affiliated stations" have joined as parties plaintiff and the United States and the Commission were originally joined as defendants; in the action brought by CBS it alone is plaintiff and the United States is the only defendant, but the Commission later intervened. A third "network", MBS, intervened as a defendant in both actions.

The United States and the Commission have countered the plaintiffs' motions by motions, made before answer, to dismiss the complaints for lack of jurisdiction over the subject-matter under Rule 12 (b) (1), and for summary judgment under Rule 56 (b). MBS has answered and joined in the motions of the other defendants. All these notions having come on before Judge Goddard, he assembled a court composed of three judges, to whom the hearing was transferred in accordance with the Act of Oct. 22, 1913 (38 St. L. 219).

Since we are deciding that the District Court for the Southern District of New York has no jurisdiction over the subject-matter of the actions either as a court of three judges or of one, it will not be necessary to consider the merits; nevertheless we must say something about the background of the regulations in order to make our discussion intelligible.

The business of broadcasting depends for its support principally, if not altogether, upon advertising. The broadcasting is done by "stations", each "station" selecting programs which it thinks will be popular, either spoken, sung or instrumentally performed in its own studio, or relayed to it by a "network" as will appear.

Interjected among these programs, occur those fervid importunities of advertisers, upon the results of which the "station" must depend for its revenue. A single "station" dependent upon its own programs alone would be very expensive to operate, and its income would be small; especially if, as has become customary, it were to add to its advertising programs what are called "sustaining programs", which are not paid for, but which are thought to give a general popularity to the "station".

These circumstances have long since resulted in the creation of "networks" of the kind with which the actions at bar are concerned; that is to say, in a widespread system of contracts of a single company with separate "stations" scattered all over the Union and known as "affiliates". The plaintiffs NBC and CBS, are two such "networks"; they own and operate broadcasting "stations" of their own, but, although they depend in part upon these as outlets, their principal reliance is upon their "affiliates".

Feeding Affiliates

They originate a great variety of programs—usually in a studio of one of their owned "sttions"—which they transmit by telephone to the "affiliates" for broadcasting. The audience of such a "network" in this way becomes the aggregate of the audiences of its "affiliated stations", and this enables it to charge so much higher prices for advertising than the "affiliates" could charge alone, that both they and the "network" can divide the returns to their common advantage. There are four such national "networks", two owned by NBC (one of which we are told it has disposed of since these actions were begun), another by CBS, and the fourth by MBS, which has intervened because it feels itself aggrieved by the practices against which the regulations in suit were directed.

Every broadcasting "station" must have a license and the FCC alone has power to grant, refuse, revoke, renew or modify licenses. The Comimssion also has "authority to make special regulations applicable to radio stations engaged in chain broadcasting." ss 303 (i). By virtue of these powers it assumed to promulgate the regulations now challenged, all of which, it will be observed, are no more than declarations of the conditions upon which the Commission will in the future issue licenses to "stations".

The defendants' motions to dismiss the complaints are based upon the theory that these regulations are not "orders" within the meaning of ss 402 (a), and that therefore this court has no jurisdiction over them; indeed, that they are not "orders" of any sort, but merely announcements of the course which it will pursue in the future, whenever an "affiliated station" applies for a new license, or for the renewal of an existing one.

To this the "networks" reply that that regulations had an immediate effect; that they not only announced what would be the future practice of the Commission, but presently adjudicated the invalidity of the contracts between themselves and their "affiliates"; and that they have in fact already caused serious losses, because a number of "affiliates" have declared that they will be oblized to break their contracts when their licenses are renewed, and have thus made it impossible for the "networks" to accent large and valuable advertising contracts.

'Legislative' Ruling

We do not think that we need commit ourselves generally as to what "orders" are reviewable under the Act of Oct. 22, 1913 (38 St. L. 219), which ss 402 (a) of Title 47, U. S. Code, incorporated by reference as the measure of our jurisdiction. So far as we have found, the Supreme Court has never declared that that statute authorizes review of any decission of an administrative tribunal which neither directs anyone to do anything, nor finally adjudicates a fact to exist upon which some right or duty immediately depends.

We agree that it is no answer that the decision challenged is "leg'slative" in character. (The Chicago Junction Case, 264 U. S. 258, 263), and, as we have just implied, it is enough if it authoritatively determines the existence of a fact that at once sets in execution some sanction, though the decision itself be not in form a command. United States v. Baltimore & Ohio Railroad, 293 U. S. 454; Powell v. United States, 300 U. S. 276; Rochester Telephone Corp. v. United States, 307 U. S. 125; American Federation of Labor v. National Labor Relations Board, 308 U. S. 401, 408; Colorado v. United States, 271 U. S. 153; Clairborne-Annapolis Ferry Co. v. United States, 285 U. S. 383; and United States v. Idaho, 298 U. S. 105, though they are of the same kind, are scarcely controlling, because they turned upon ss 1 (20) of the Interstate Commerce Act.)

But decisions which are no more than announcements of future administrative action have never, so far as we can find, been treated as within this statute. That does not necessarily imply that a person presently injured is without any remedy when the threatened action would be unlawful; the situation then may present all the elements upon which equity will intervene in ordinary course. Shields v. Utah Idaho Central Railroad Co, 305 U. S. 177.

It may be that the plaintiffs at bar could bring such actions in equity; at least it does not appear that recourse to them is positively forbidden, as was for example the case in Venner v. Michigan Central, 271 U. S. 127. But even so they would not be the actions at bar, which can be brought only under the statute, since otherwise the United States cannot be sued, or the Commission sued in this district, assuming that it was in any event possible to join it at all. Such actions would have to depend jurisdictionally upon the same facts as any other action against a public officer who threatens to do an unlawful act.

Sources of Relief

We should therefore have a great deal of doubt whether the regulations could in any view be regarded as "orders" which we could review under the Act of Oct. 22, 1913 (38 St. L. 219), if the case came to us under the statue in vacuo. It does not, because, although, as we have said ss 402 (a) incorpates it by reference, those orders are excepted which are mentioned in the parenthesis: To wit, all orders "granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license."

Relief from such orders is provided in ss 402 (b), (c), (d), (e) and (f); it is by appeal to the Court of Appeals of the District of Columbia, and it is to be heard upon the record made at the hearing of an application by the Commission. The procedure upon such appeals is in substance the same as that which has now become standard for the review of the decisions of administrative tribunals in adversary proceedings.

Consequently, if any of the "affiliates" of the plaintiff "networks" should hereafter apply for a renewal of their licenses; and if, as we assume it will, the Commission adheres to its regulations, the resulting modification of the license will be reviewable only in the Court of Appeals of the District and upon the record made at that hearing.

We have seen, however, that the regulations are nothing more than a declaration—or if one chooses, a threat

NOSTALGIC MEMORIES of Milwaukee's yesterdays are recounted each Wednesday on the *Milwaukee Through the Years* show of W55M, FM station of the *Milwaukee Journal*. Frank Rauch, W55M staff musician is unveiled for a dash of lilac by Barber Don Stanley, program narrator, while William J. Bennings, musical director for WTMJ and W55M, and Jack Teter (with goggles), singer, stare at the *Police Gazette*.

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Represented nationally by The PAUL H. RAYMER CO.

Meet our new national representatives! These are the Paul Raymer men who will be calling on you now to tell you about KEX in Portland, Oregon—"the voice of the Oregon country."

We surveyed the field and we picked the Raymer organization to represent us. We know that agency people in general and time buyers in particular will heartily approve this choice.

The Raymer men have a great story to tell you about KEX and the opportunity it offers for advertisers in times such as these. They'll be calling on you soon.

—by the Commission that it will impose those conditions upon any renewal of a license in the future. No change is made in the status of "affiliates" meanwhile; their existing contracts with the "networks" remain enforceable; nor has the Commission given any evidence of an intention to use them as the basis for a revocation of existing licenses under ss 312 (a).

On the contrary, the "minute" we have mentioned commits it to a contrary course. Hence, if these actions well lie, the plaintiffs have succeeded in substituting a different court and a different procedure from that which Congress has prescribed for the trial of precisely the same issues. This is inexorably true because here the only question is whether the Commission has power to impose the conditions mentioned in the regulations when a "station" applies for renewal; exactly the question which will determine the actual renewal of a license.

The prescribed procedure will therefore be disregarded only because the putative wrong is merely threatened, instead of being in the very act of commission. Whatever may ordinarily be the proper scope of the word "order" in the Act of Oct. 22, 1913 (38 St. L. 219), it seems to us clear that Congress could not have intended such an anomalous result as will follow upon treating these particular regulations as such "orders".

Fear of Commission

To this the plaintiffs make two answers. First, they say that the threat itself has already caused them loss, as we have said. Possibly that might support an action to compel the Commission to raise the issues immediately, as by a revocation proceeding under ss 312 (a); even so, it should not substitute another court for the Commission and the Court of Appeals, certainly not this court in an action against the United States and the Commission. We need not decide the point, however, because the "minute" we have quoted offers equivalent relief without risk of any "station" which may challenge the regulations.

Next, the plaintiffs say that they may not be able to raise the issue in a proceeding for the renewal of a license, because the "affiliated stations" may fear to incur the Commission's displeasure. As to NBC this is plainly untrue because two of its "affiliates" have joined it as plaintiffs.

As to CBS, its complaints, read most favorably, does perhaps allege that none of its "affiliates" will challenge the regulations when their licenses expire; at any rate, to avoid any doubts, we shall so assume, little as that seems likely to be the case.

We may do so, because the issue is irrelevant anyway, for the plaintiff "networks" have an adequate remedy under ss 402 itself. They allege—and there seems to be no question about it—that their interest will be adversely affected by the enforcement of the regulations; if so, they can appeal to the Court of Appeals of the District from any order imposing unlawful conditions upon an "affiliate's" license. ss 402 (b) (2). It is true that the section does not in terms provide that they shall also be heard in the proceeding before the Commission under ss 309 (a) for the "renewal or modification of a station license"; but the Commission has itself answered that objection by ss 1.102 of its regulations which permits intervention. An unreasonable refusal of the privilege so offered would appear to be a good objection on appeal under ss 402 (b) (2); for it is not likely that the statute which grants an appeal to all interested parties, meant not to give them the opportunity to make a record on which they can succeed upon that appeal.

Lack of Jurisdiction

At any rate until the Commission shows some disposition to deny them a fair hearing in a proceeding for renewal of an "affiliate's" license, we are not to assume that it will do so. And even if that should appear, the resulting right of action, if any, would not, as we have said, be in this court or against the United States. For the foregoing reasons the complaints will be dismissed for lack of jurisdiction over the subject-matter.

We do not understand that any findings of fact are proper under Rule 52 (a), which provides for such findings only in "actions tried upon the facts without a jury". It is true that the plaintiffs have moved for a preliminary injunction, and that the rule also requires findings "in granting or refusing interlocutory injunctions"; but we are not "refusing" any injunction. Once the complaints are dismissed for lack of jurisdiction, the motions become moot and we shall not pass upon them at all. We are therefore entering judgment in each action without findings.

Complaints dismissed for lack of jurisdiction.

LEARNED HAND
HENRY W. GODDARD

Judge Bright's Dissenting Opinion in Monopoly Case

BRIGHT, D. J.: As I read the opinion of my brothers, they would dismiss for want of jurisdiction because nothing reviewable has been done, and that even after a license is denied, the only review thereof would be by appeal to the Court of Appeals in the District of Columbia.

By Section 402-a of the Communications Act of 1934, we have jurisdiction to enjoin, set aside, annul or suspend an order of the Commission, except where it grants or refuses an application for a construction permit, for the granting, renewal or modification of a station license, or suspending a radio operator's license. These excepted matters can be reviewed only by appeal to the Court of Appeals aforesaid. This order, in my opinion, does not come within any of the excepted provisions. No application has been or is here made for any such relief, and the order sought to be reviewed does not arise out of any such application.

Sees Jurisdiction

There is no question in my mind that the order sought to be reviewed is one which, under the terms of Section 402-a, we have jurisdiction to enjoin. It is designated by the defendants as a "commission order". It has the usual mandatory clauses found in orders. It was by its terms obviously entered after an investigation made upon the Commission's own motion to determine what special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience or necessity.

It promulgates certain regulations, an obvious and attempted exercise of the Commission's rule-making power. It is clearly an attempt to make rules because at the time there was nothing else before the Commission upon which it could or did act. All of these rules, or regulations as they are called in the order, relate only to standard broadcasting stations having contracts with a network organization, except rule 3.106, which relates to a license to be granted to a network organization having more than one station in a service area, and rule 3.107 which proscribes a broadcasting station affiliated with a network maintaining more than one network.

These rules do not apply to stations not affiliated with any network. They apply only to contractual relations with networks, and in addition, prohibit the ownership by a network of more than one station in a specified service area and the ownership by any organization of more than one network. The order fixes as immediately the time when it shall become effective. In other respects it has all the earmarks of a final order.

That it was intended to be final is further evidenced by the Commission's report. It finds that the public interest "requires" the application of the regulations to stations affiliated with regional as well as with national networks. It affirms its powers to do so under Section 303-(i) of the Communications Act, and clearly reveals that it is exercising its rule-making power when it queries whether the Commission can formulate into "general rules and regulations" the principles which it *intends* to apply in passing on individual applications.

That its action is final is further emphasized by the statement, "We believe that the announcement of the principles we intend to apply in exercising our licensing power will expedite business and further the ends of justice. * * * The regulations we are now adopting are nothing more than the expression of the general policy *we will apply* in exercising our licensing power. The formulation of a regulation in general terms is an important aid to *consistency and predictability* and does not prejudice any rights of the applicant."

Finality of Order

That it is exercising this rule-making power is further emphasized by another statement in its report, that Section 303-(i) gives the Commission specific power to make special regulations applying to radio stations engaged in chain broadcasting and that "no language could more clearly cover *what we are doing here.*"

What it has done emphasizes more the finality of its order, which is an affirmative direction that thereafter no standard broadcasting station shall contract in terms prohibited, and ultimately puts an end to service by networks under contracts now existing. In fact, I think that the regulations are intended to effect existing contracts for the effective date of the order is deferred until Nov. 15, 1941, "with respect to existing contracts, arrangements or understandings". This certainly is not a statement that the regulations shall not apply to existing contracts; it is merely a postponement as to when the axe will fall.

The particular agreements prohibited are presently contained in most of the affiliation contracts of the two complaining networks. They state those provisions are essential to the proper and successful conduct of their business, and in deciding the question of jurisdiction, I believe we must assume this to be true.

It is also shown by them, without contradiction, that between the time the regulations were promulgated and the commencement of these actions not less than 24 broadcasting stations having affiliation contracts with NBC have cancelled their contracts as a result of the order in question, and not less than 24 others having such contracts, have served notice that they do not intend to abide by the terms of such contracts unless they are conformed to the Commission's order.

Similarity, it is shown by the affidavits submitted by CBS that some of the stations affiliated with it are refusing to renew their affiliation contracts, some are threatening to cancel or repudiate them, and some have already cancelled on the ground that the rules in question prohibit them. There is thus a present injury.

Awaiting a Denial

It is suggested that the plaintiffs must wait until the Commission has ruled upon the application of a broadcasting station for a renewal of its license. Can it be said that the Commission will change its rules, in view of the positive statement it has already made with reference thereto and above quoted?

Must these networks await the idle ceremony of a denial of a license before any relief can be sought when it is perfectly obvious that no relief will be given? And what relief could they get if they did wait? The networks are not to be licensed, only the individual stations who make application.

But it is said the networks could intervene and be heard. All that might be said or urged in their behalf has doubtless been communicated to the Commission in the three years between March 18, 1938, and May 2, 1941, when the investigation was going on. Must they march up the hill and down again, with the probability of being met with the statement that the Commission has given the matter due consideration and has done what it is

YOUNGEST commercial announcer in broadcasting is claim made by KTSA, San Antonio, for Tommy Masterson, 11-year-old newscaster. Tommy conducts *The Kid Reporter* for sponsor, Grandma Cookie Co., his material consisting largely of stories of children's activities in the community, sent in by sprouts. Tommy's dad is Wash Masterson, account executive for KTSA.

93.67% OF ALL RADIO HOMES IN CANADA ARE COVERED BY THE CBC

THE CBC is a vital factor in the lives of all Canadians. The national network, extending from coast to coast, carries the finest programs of three countries into 93.67% of Canada's radio homes.

From the BBC and the networks of the United States, the Canadian Broadcasting Corporation selects the finest features to add to its own productions. The result . . . a balanced, diversified schedule of the best programs on the air.

CBC's remarkable coverage of Canadian radio homes is unique in the radio industry. Current business conditions are good . . . and the purchasing power of Canadians is high. The CBC national network offers to prospective advertisers almost complete coverage of this important market.

CANADIAN BROADCASTING CORPORATION

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tends to abide by, as it has definitely said in its report?

It is said, however, that by a minute adopted after these actions were brought, the Commission has manifested its intention to permit the networks to intervene and be heard upon the subject of the granting or denial of the license.

That minute refers obviously only to a station, and insofar as it attempts to change the nature of the order sought to be reviewed or to obviate a review would be abortive. *Southern Pacific Co.* v. *ICC*, 219 U. S. 433-452. *Southern Pacific Terminal Co.* v. *ICC*, 219 U. S. 498-515.

This court has reviewed the rule-making power of this very Commission without being troubled by the question of jurisdiction. *AT&T Co.* v. *U. S.*, 14 F Supp. 121, affirmed 299 U. S. 232. That there can be a review of an order exercising the delegated legislative function of rate-making and rule-making is admitted in *U. S.* v. *Los Angeles R. R.*, 273 U. S. 299,309. In *ICC* v. *Goodrich Transit Co.*, 224 U. S. 194, where bills were filed to enjoin orders prescribing methods of account, bookkeeping and reports, jurisdiction was not questioned in a court always jealous of its jurisdiction. In *Kansas City Southern Railway* v. *U. S.* 231 U. S. 423, jurisdiction was again assumed of a petition to declare invalid and to enjoin regulations relative to accounting.

Other Cases Cited

In *Skinner & Eddy Corp.* v. *U. S.*, 249 U. S., 557-562, which involved a refusal of a suspension of a tariff, jurisdiction was assailed, at least until after a further remedy was sought; and it was there stated that where contention was made that the Commission had exceeded its statutory powers, courts have jurisdiction of suits to enjoin even if the plaintiff had not attempted to secure redress before the Commission.

In the *Assigned Car Cases*, 274 U. S. 564, suits were brought to enjoin and annul an order which prescribed a rule governing the distribution of cars among coal mines after an investigation by the Interstate Commerce Commission of its own motion, and no question of right of review was raised. And in *AFL* v. *Labor Board*, 308 U. S. 401, 408, it was admitted that administrative determinations which are not commands may for all practical purposes, determine rights as effectively as the judgment of a court and may be re-examined by courts under particular statutes providing for the review of orders. In *Pierce* v. *Society of Sisters*, 268 U. S. 510, suit was brought by a private school to restrain the enforcement of an Oregon statute which required primary education in public schools, and jurisdiction was sustained. Mr. Justice McReynolds writing that the suits were not premature, that the injury to the plaintiffs was present and very real and not a mere possibility in the remote future.

(S) JOHN BRIGET, USDJ.

Feb. 20, 1942.

Insecticide Series

JOHN OPITZ Inc., Long Island City, N. Y., is expanding its advertising for J-O insecticides this year, and in March will start weekly participations on the *Nancy Craig* program on WJZ, New York, and the *Dr. Shirley Wynne* program on WHN, New York. Agency is W. I. Tracy Inc., New York.

CANADA AND THE UNITED STATES were represented at what is believed to be the first radio sales clinic ever held in Canada by a station representative firm. Above are pictured those attending the affair as guests of Stovin & Wright, Canadian station representatives, at the Windsor Hotel, Montreal.

Standing (l to r): H. N. Stovin, Stovin & Wright, Toronto; C. O. Langlois, Lang-Worth Feature Programs Inc., New York; Lorne Knight, manager, CFLC, Prescott, Ont.; Louis Leprohon, commercial manager, CKAC, Montreal; R. C. Wentworth, Lang-Worth Feature Programs Inc.; Joseph Hershey McGillvra, New York; A. J. Messner, manager, Winnipeg office, Stovin & Wright; Duke McLeod, manager, CFAR, Flin Flon, Man.; L. W. Bewick, manager, CHSJ, Saint John, N. B.; P. H. Morris, manager, CFPL, London, Ont.; W. H. Backhouse, manager, CKY, Winnipeg; W. J. Carter, chief engineer, CKLW, Windsor, Ont.; Leo Hutton, Canadian Pacific Telegraphs, Ottawa; A. A. McDermott, manager, Montreal office, Stovin & Wright.

Seated (l to r): F. A. Lynds, manager, CKCW, Moncton, N. B.; Ralph Snelgrove, manager, CFOS, Owen Sound, Ont.; Jack Whitby, owner, CFLC, Prescott, Ont.; Lloyd Moffatt, manager, CKBI, Prince Albert, Sask.; Ted Campeau, manager, CKLW, Windsor, Ont.; Maj. W. C. Borrett, manager, CHNS, Halifax, N. S.; P. H. Lalonde, manager, CKAC, Montreal; Jack Sharp, chief engineer, CFRB, Toronto; Gordon Archibald, manager, CHOV, Pembroke, Ont.; Adam Young Jr., manager, Joseph Hershey McGillvra, New York; Lovell Mickles Jr., Stovin & Wright, Montreal; C. W. Wright, Stovin & Wright, Toronto; Charles Shearer, chief censor, Ottawa; Peter Miller, manager, CKX, Brandon, Man.; J. W. B. Browne, manager, CKOV, Kelowna, B. C.

HENNESSEY JOINS SEGAL AND SMITH

FORMATION of the law firm of Segal, Smith & Hennessey, specializing in radio practice, was announced in Washington last week. Mr. Hennessey, formerly of the NBC legal staff and until recently handling NBC matters in Washington, will take offices in Washington's Woodward Bldg., where Paul M. Segal has been practicing in association with George S. Smith. Other associates in the Segal firm, Harry P. Warner, David E. Tolman and Stanley I. Posner, will continue to be associated with the new firm.

Mr. Hennessey

Messrs. Segal and Smith have long been in the Washington radio practice, having first served with the old Federal Radio Commission. Mr. Hennessey, a 1923 graduate of Boston U. and a 1928 graduate of the Boston U. Law School, joined the NBC legal staff in New York in 1929. He was sent to Washington in 1935 as NBC's counsel there, but entered into private practice in 1937 continuing to handle some NBC matters. Early in January RCA appointed Wright, Gordon, Zachary, Parlin & Cahill as its counsel, designating that firm also to handle NBC matters.

CHICAGO & NORTH WESTERN RAILWAY, Chicago, has renewed for the seventh successive year *400 Hour* with Norman Ross, 7-8 a.m. Monday through Saturday on WMAQ, Chicago. Agency is The Caples Co., Chicago.

TO CELEBRATE the dedication of its new 50,000-watt transmitter, W55M, the *Milwaukee Journal's* FM station, a special 14-page edition of *The Journal* was issued Feb. 22.

RUBINOFF RENEGES

So Cisler Suggests Fiddler Get the Icewater

ACCORDING to a letter sent to Adolph Opfinger, MBS program service manager, by S. A. Cisler, general manager of WGRC, Louisville, a burst of artistic temperament caused cancellation of the scheduled appearance of Rubinoff, the violinist, on the Feb. 19 MBS feature, *Mutual Goes Calling*.

The letter stated that Rubinoff refused to fill his engagement after viewing broadcast arrangements. WGRC was using a temporary studio while its facilities were being revamped. The station contends that arrangements were satisfactory, basing its contention on the fact that the temporary studio was the source for almost ten shows weekly for MBS, and the main source of WGRC productions. However, the violinist refused to appear, making it necessary that WGRC call WHK, Cleveland, control point for the MBS feature, and inform them of the cancellation 15 minutes before the program was to start.

Mr. Cisler suggested in his letter that Rubinoff should be "quietly passed in the future from any MBS pickups." He also stated that the Kiwanis Club, sponsoring the violinist's appearance, has stated it will never book him again.

Barometer Series

WEATHER MAN, Chicago, has started varied schedules of quarter-hour and five-minute programs, one and two-minute announcements on WWVA WMMN KTHS KVFD WAAF WAIT KFJZ KGLO KMA WCAZ KFYR KXOX WSAM WHBL KWOC WIBW KHMO WFIN WIBC KRLD. More stations will be added. The product is a weather-house type barometer, selling by direct mail for $1.29. Agency is Robert Kahn & Associates, Chicago.

Ontario to Honor Blue Net Visitors

Festivities to Herald Start Of Province's Campaign

ONTARIO Government will be host to 50 Blue Network station managers and officials March 5 at the King Edward Hotel, Toronto, preliminary to the starting of the *Ontario Show* on the Blue Network March 20. The station managers will arrive in Toronto by train from Detroit and Buffalo, and at a luncheon will be informed of publicity and promotion plans in connection with the show.

The campaign this year, the second that the Ontario Government has engaged an American network, will be institutional in view of the fact that the United States is now also in the war. Tourism in Ontario will be secondary, not the primary aim as when the show was first announced in BROADCASTING Dec. 21, 1941.

In the evening there will be a formal dinner at which Ontario Premier Mitch Hepburn and his cabinet will be hosts, and at which stars of the *Ontario Show*, Col. Stoopnagle and Madeleine Carroll, will be present. Entertainment will be by Canadian stars on the program, and it is hoped to have previews of the new Bob Hope-Madeleine Carroll film and the new Grantland Rice-Stoopnagle sports film.

Among Blue network officials to be present will be Mark Woods, Ed Kobak, Keith Kiggins, John H. Norton, Earl Mullin, Bert J. Hauser, George M. Benson and Ed Borroff. The Blue Network will give a party to the Ontario Government and the stations carrying its show following the dinner.

STARTLING STORY?

No!

just oft-proven facts*

THE HOOPER-HOLMES STUDY

Newly completed study which determines trade-paper radio news and radio advertising preferences of 900 key agency executives and radio advertisers. Nine publications listed and rated on mailed questionnaires. The questions: *(1) What trade publication do you consider No. 1 for your authentic radio news? (2) What trade publication do you consider the No. 1 advertising medium for radio stations and networks? (3) What yearbook, annual, etc. do you use for accurate radio information?*

THE RESULTS

In each case, BROADCASTING the overwhelming first. BROADCASTING awarded as many first places as all other publications combined (complete details on request.)

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

*OFT-PROVEN—every study of agency and advertiser radio news and radio advertising trade paper preferences tells the same story.

First with Radio News... First for Radio Advertising

KTAR first with another LEADER

Home Office...
VALLEY NATIONAL BANK in Phoenix

FROM seven million dollars in resources to FIFTY-SIX MILLION! And that's only part of the nationally outstanding record hung up by the Valley National Bank—Arizona's largest financial institution—in the past nine years. Loans have jumped from three million dollars to TWENTY-NINE MILLION; customers have increased from eleven thousand to SEVENTY-FIVE THOUSAND. To reach the areas served by its 19 offices, the Valley National Bank has consistently used KTAR . . . and affiliated ABC stations . . . to cover the rich Arizona market.

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Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit
San Francisco Los Angeles

The ABC of RADIO
★★KTAR Phoenix
★★KVOA-Tucson
★★KTUM - Yuma
★★KGLU-Safford
★KCRJ - Jerome
★KWJB - Globe
★KYCA-Prescott
★★NBC RED and Blue Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Merchandising & Promotion

Defense Revue—Movie News—Series Preview—Glenn's FDR Maps—Wichita Planes

PAY FOR PLAY with defense stamp purchases is the keynote purpose of the *Red, White & Blue Revue*, a touring radio show produced by WOW, Omaha. Under the station's plan a new city is visited each week and each person attending is admitted free but he must buy at least 50 cents worth of defense stamps in a new stamp album. In three cities already played, nearly $20,000 worth of bonds have also been sold to audiences.

Started Feb. 1 at Fremont, the show subsequently appeared in Beatrice and Columbus; in March, it will stop at Hastings, Norfolk and Grand Island, Nebraska. The cost of moving a cast of 40 including Freddy Ebener and orchestra is borne by the station and local sponsorships are arranged with the American Legion or a comparable civic organization.

The show was originated by Lyle DeMoss, production manager, and Bill Wiseman, promotion manager.

* * *

News at Theatres

PROMOTING station service, KDYL, Salt Lake City, maintains loudspeaker units, fed by direct wire from the station's master control, over the box offices of three of the city's largest downtown theatres to broadcast four-minute newscasts, hourly. Huge speakers have also been mounted—thru the cooperation of the *Salt Lake Tribune* and *Telegram*—on the front of the Tribune building which also houses the station's studios; over these speakers are heard KDYL's newscasts, commentators, and special hourly bulletins.

* * *

Paper Swaps

TIE-IN promotion stunt for local stations and county newspapers has been worked out by WGAC, Augusta, Ga., which is offering county editors a weekly quarter-hour of WGAC time in exchange for 18 inches of space in their paper. County theatres also are running WGAC trailers in exchange for daily billing in the station's ad of the program, *County Theatre Guide*.

* * *

Book Series

PROMOTING a new KROW, Oakland, program, *In His Steps*, half hour Edward Sloman transcription series, several hundred Oakland clubwomen were invited to the KROW studios at a preview broadcast and heard station staff members explain the highlights and sidelights of the program. Series is sponsored by Kay Jewelers, Oakland, through Sidney Garfinkel Agency, San Francisco.

* * *

Paper Planes

CARDBOARD airplane cutouts from KFBI, Wichita, tell recipients that "40 out of every 100" planes built in the country are produced in Wichita.

Maps by Messenger

FOLLOWING the White House suggestion that listeners supply themselves with maps for the President's broadcast last Monday, WLS, Chicago, sent maps with a world time guide and diagrams of strategic points in the Pacific to agency executives and timebuyers. The maps were delivered by Western Union messengers with a wire from Glenn Snyder, manager of WLS.

* * *

Tower Indicator

FAMILIAR to those entering Nashville, Tenn., via Franklin Road is the billboard which points to WSM's 878-foot tower, one of the tallest in America. For years visitors have been invited to visit the tower, a privilege that has been temporarily discontinued.

* * *

Copy and Map

TO PROMOTE its six-weekly quarter-hour newscasts on KFXM, San Bernardino, Cal., Federal Outfitting Co., that city (chain), is distributing a 12 by 14 broadside on one side of which is a United Press War Map. Opposite side is devoted to promotional copy.

* * *

WSJS Newspaper Feature

PUBLISHING its own newspaper within a newspaper, WSJS, Winston-Salem, promotes station and network news with stories and pictures in a paid advertising feature called *WSJS News* in the Sunday *Salem-Journal*.

BUYER TRIES RADIO

Factory Solicits Listeners to Find Scrap Metal

INSTEAD of seeking out persons who will buy, radio is used for the first time in Philadelphia to seek persons who will sell. Jersey Shore Steel Co., Jersey Shore, Pa., manufacturer of Army cots and transport bedding, has turned to the radio listener in the hopes of obtaining leads as to where it might buy steel, necessary for its defense orders.

Started recently, the sponsor is using three transcribed announcements daily on WFIL, and a supplementary station may be added, placing through Philip Klein Adv. Agency, Philadelphia. The sponsor seeks to buy abandoned railroad siding tracks, unused trolley tracks or any other type of structure not in use but containing an appreciable amount of steel. The radio listener is merely asked to be on the look-out for any such sources of steel and merely to acquaint the sponsor as to the location of the unused steel.

Boy Scouts are being circularized to join radio listeners in this search, with defense bonds and stamps offered the troops. No premium is offered the radio listener, the proposition being presented as an opportunity to aid in the nation's defense.

Civic Body Offers Wartime Ad Plan

Format for Continuance of Campaigns Is Offered

CITIZENS FOR VICTORY, wartime organization formed from the nuclei of the pre-war groups—Committee to Defend America and Council for Democracy—and with Raymond Gram Swing, MBS news analyst, as chairman, has submitted to radio advertisers a plan to continue their advertising on the air even though priority rulings may have temporarily removed their products from the market.

Format Change Suggested

Pointing out the necessity for maintaining advertising now, if the organization wishes to resume sales to the public after the war, the Citizens for Victory suggestion is that the program format be kept as close as possible to the one used regularly, but that instead of his usual commercials, the advertiser could explain:

"Why his product was not on the market; that because of conditions he and the public realized the necessity of the absence; that both should, in a sense, be proud of that absence; with pride, how his organization was being used to aid in war material production; the logical cooperation with Citizens for Victory."

Program Aid Offered

Offering to produce without charge a portion of the program devoted to the aim of Citizens for Victory—"Win the War—Win the Peace — Preserve Democracy" — the organization suggests that this part of the broadcast might be used to explain the necessity for the inconveniences every citizen will have to put up with during war times, to build the pride of the enlisted or drafted man in his branch of the service, or to give, in addition to entertainment, "a feeling of pride, loyalty, reverence and love for his country to every service man."

NBC Mexican Program

AT THE SUGGESTION of Vice-President Henry A. Wallace as a means of increasing Inter-American understanding, NBC is presenting a series of Saturday half-hour programs titled *Down Mexico Way*, with 73 affiliated stations already carrying the series. In addition to active cooperation by Latin-American officials in Washington, interest in the series is promoted further through the National Federation of Music Clubs and the National Federation of Business and Professional Women, with local listening groups formed.

Women in Radio

OPPORTUNITIES for women in radio are being surveyed by the Illinois Womens' Executive Committee, part of the State Office of Public Instruction. Judith Waller, director of public service division of NBC-Chicago, heads the radio division of the committee. Findings will be reported at a free job clinic by the group for vocational leaders and job applicants.

FLIP-OF-A-COIN determines who is chauffeur for the day among these CBS Hollywood executives in their cooperative transportation system designed to save tires and gasoline. Matching to see whose car will be drafted are (l to r), Hal Hudson, network's Pacific Coast program service manager; Harry Witt, Southern California sales manager; George Moskovics, West Coast sales promotion director; William Forbes, Hollywood network sales service manager.

Independents Can Air Federal War Programs

POLICY whereby the four-network government series, *This Is War!* may be broadcast by non-network stations live or be re-broadcast via transcription has been announced by officials in charge of the program following some difficulties after the first broadcast Feb. 14 on rebroadcast clearances.

Under the arrangement, all network affiliate stations may transcribe and rebroadcast the program at 11 p.m. in addition to broadcasting the series at its usual 7 p.m. period. Those stations also may grant permission to non-network stations for transcriptions and broadcast it after 11 p.m.; to take the program by line from the network station if the independent station supplies the lines, or pick the series up by radio receiver and rebroadcast it.

PAUL SCHUBERT, war analyst and commentator of WOR, New York, is the author of *Sea Power in Conflict*, published Feb. 27 by Coward-McCann.

Again first in St. Louis

MORE "FIRSTS" in NATION-WIDE POLLS

KSD

EXCLUSIVE NBC RED NETWORK OUTLET IN ST. LOUIS

THE 7 FIRSTS FAVORITE PROGRAMS
★ BOB HOPE
★ JACK BENNY
★ INFORMATION PLEASE
FRED ALLEN
★ BING CROSBY
★ FIBBER McGEE
★ ALDRICH FAMILY
★ ON KSD

Carried 6 OF THE FIRST 7 FAVORITE PROGRAMS IN THE WORLD-TELEGRAM POLL

In the nation-wide poll of radio editors of the United States and Canada. In this poll KSD also carried four of the first five favorite comedians.

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

1. WBZ *Boston*
2. WNBC *Hartford*
3. WNBF *Binghamton*
4. WKBW *Buffalo*
5. KDKA *Pittsburgh*
6. WBAL *Baltimore*
6. WCAO *Baltimore*
7. WPEN *Philadelphia*
8. WPTF *Raleigh*
9. WAGA *Atlanta*

In key areas

WESTINGHOUSE TRANSMITTERS

IN radio areas starred on any sales map the trend is to Westinghouse Broadcast Transmitters.

In such 50,000-watt stations as WBAL, WPTF, WKBW, KDKA, and WBZ you find the Westinghouse 50-HG. In WPEN, WCAO, WNBC, WAGA, and WNBF it's the Westinghouse 5-HV for 5000-watt operation. Why?

Managers and operators of these stations know that the most advanced broadcast equipment is on a par with up-to-the-minute programs in importance. In the eyes of sales management using radio advertising, improved radio coverage is an important step toward sales success. That is what these stations offer in Baltimore, Buffalo, Boston, Raleigh, and Pittsburgh—in Philadelphia, Hartford, Atlanta, and Binghamton.

The trend to Westinghouse Transmitters is a trend to low operating costs, improved operating convenience, high fidelity transmission, and extra protection against program interruptions. It is a good trend to follow.

J-08039

KEEP AN EYE ON THESE STATIONS

For new light on today's 50,000-watt broadcast transmitters look at WBAL, WPTF, WKBW, KDKA, and WBZ. In each of these stations you find the Westinghouse 50-HG Transmitter—a set that revolutionized transmitter design, a set that meets the commercial station's most important requirements better than they had ever been met before—a set that embraces knowledge acquired through 20 years of actual station operating experience. Result: low operating cost, air-cooled tubes throughout, fuseless operation, surgeproof metal rectifiers, and other equally important advantages. That's why we say "Keep an eye on these stations."

Westinghouse

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Impact of the War

WHATEVER FATE the war-clouded future may hold for the advertising business in general, the short-term outlook for radio is reasonably good. Buying power remains high, especially in the rural regions which radio serves so well. Certain urban areas are even booming under the stimulus of defense orders. The networks, ordinarily the bellwethers of the industry, have thus far found immediate replacements for the few accounts that have fallen as war casualties.

Then, too, wholesaler and retailer inventories and the immediate prospective supplies of the goods which radio has moved in greatest volume in recent years—drug and toilet goods, grocery food products, tobacco products, soaps and kitchen supplies—are still quite large. On the whole, the business of broadcasting has not yet felt the effects of the priority curtailments and rationing that have so severely hit "hard" goods such as automobiles, tires, building materials, radios, refrigerators and the various metallics.

Perhaps it is purely a fortuitious circumstance, but these latter items in recent years have not bulked particularly large in radio's total sponsorship categories. The loss of automotive advertising was felt by radio with nothing like the impact it has had on printed media. It has been years since the radio set manufacturers and the electrical appliance producers have used radio in any great volume. Indeed, where once many deplored the fact that radio had its eggs in so few baskets (the foregoing four categories of "soft" goods representing some 80% of the sponsorship on the networks in 1941), at the moment it looks as though that very circumstance turns out to be a lucky break for broadcast advertising.

That is, if the projected rationing of sugar does not cut into foodstuffs and beverage distribution. It may yet—no one can foretell—but right now the assurances of "plenty of food and necessities" would seem to bode fairly well for the fields from which radio derives its main revenues.

Taking things in their stride, radio commercial men should see great possibilities in the new packaging which the shortages of tin and glass will require; in the newly-stimulated frozen and dehydrated food merchandising that is already evident; in the promise of a plenitude of men's and women's clothing; in the still very animated department store activity. Most radio stations can take a shrinkage of network and national spot, if that should come, and delve into a backlog of undeveloped local accounts, particularly among retailers of consumer necessity goods.

For the most part the stations reporting to us say that business continues good. It would take a prophet or the son of a prophet to predict the long haul, but up to now we can't go along at all with the defeatist attitude of a broadcaster who sounded the only really lugubrious note we've heard so far, when he wrote, "It seems that our salvation and hope lies in the fact that we must produce business from sources not heretofore acceptable to radio."

No Haven for Dodgers

IT WAS GRATIFYING recognition of the vital role of radio in the war effort, quite aside from the certain necessities of its case, that Brig. Gen. Lewis B. Hershey, Chief of Selective Service, should have singled out "key" radio as well as newspaper men as worthy of occupational deferments under the draft. But there is real danger, inherent to an industry as closely attuned to the public as radio, in pursuing this opening too zealously unless absolute necessity demands.

Radio is feeling the pinch of a depleting supply of broadcast technicians due to the rush of that class of employes to the colors. It may have other legitimate claims, but it certainly does not expect special treatment to be accorded the industry's manpower as a whole.

Yet already the hue and cry has arisen in some quarters (chiefly editorial) that radio, along with the movies, is seeking admission to a "preferred" class in the matter of deferments. This theme, inflated by repetition, might easily become a popular belief. And such belief might soon result in a widespread conviction that the broadcasting industry, despite the fact that we know that its men are going into the armed services in great numbers, is a restful haven for "draft dodgers".

It should be made clear that Selective Service headquarters in Washington has consistently admonished that General Hershey's observations are in no way to be regarded as *rules* for blanket deferments for ours or any other industry. They are simply suggestions to local draft boards, which still have the final say.

Consequently it would be advisable for management and employes to tread lightly in the matter of seeking induction deferments. Despite the favorable reaction of Selective Service officials to the suggestion that essential and irreplaceable radio employes be deferred to carry on the work of this important war arm, the industry cannot afford the onus involved in too many and too strenuously pursued requests for deferments. Radio must not be branded as a seeker after special privileges.

By making only reasonable requests, radio will avoid jeopardizing the respect it now commands. Decisions of local boards so far have usually been fair and judicious. Mistakes that may have been made in isolated cases are more than offset by the consistently fine consideration displayed by local boards and by Selective Service headquarters.

The RADIO BOOK SHELF

WOUNDED MINDS, shredded loyalties and paralyzing doubts are part of the strategy of war by radio. In *Radio Goes to War* [G. P. Putnam's Sons, New York, $2.75] Charles J. Rolo evaluates this new weapon as an original member of the Princeton U Listening Center founded by the Rockefeller Foundation to study "the role of radio in modern war."

At first he describes the growth of international radio; then he considers radio in the hands of Nazi Germany and its direct value as an instrument of conquest. Today, for example, he cites the fact that Germany sends out 240 broadcasts per day in 31 languages. Mr. Rolo feels assured that radio will prove to be the democratic instrument of victory because it only seeks to convey truth. But he advises American and British radio to make it an all-out weapon rather than a defensive aid.

IN HIS PREFACE to *Thirteen by Corwin* [Henry Holt & Co., New York. $2.75], Carl Van Doren hails Norman Corwin as "an accomplished, acknowledged master" of radio drama, who "is to American radio what Marlowe was to the Elizabethan stage". Whether or not other radio critics agree with these opinions, they will certainly agree that collecting such radio plays as *My Client Curley*, *Seems Radio Is Here to Stay* and the other 12 broadcasts into book form was well worth while, if only for the guidance of other writers who are less experienced in this newest form of dramatic composition.

MARY MARGARET McBRIDE, of the radio, is the latest of the growing list of microphone personalities to bring out a book, her *America for Me* having just been published [Macmillan Co., New York, $1]. In seven chapters, each answering a familiar query, Miss McBride essays to express her affection for her country largely by telling inspirational stories based on American tradition, particularly stories of interesting people in American life.

WHEN Robert St. John, now in London for NBC, returned to America from the Balkan war front last summer, he locked himself in a hotel bedroom with his typewriter and for a solid sweltering month pounded out the story of the German drive through Yugoslavia, Greece and Crete, just published [Doubleday, Doran & Co., New York. $3] under the title *From the Land of Silent People.*

NORMAN CORWIN'S *We Hold These Truths*, written to commemorate the Bill of Rights and broadcast over the combined networks last Dec. 15, is being published in book form by Howell, Soskin, New York.

We Pay Our Respects To —

DONALD SILER ELIAS

DON S. ELIAS, vice-president of the *Asheville* (N. C.) *Citizen-Times* and executive director of WWNC, believes that "too many cooks spoil the broth". This does not mean he has just "broth" cookin'! Mr. Elias has a fantastic menu of activities laid out for himself, and is perhaps one of the busiest men in the Carolinas.

He is a member of the board of directors of the NAB and a member of the board's executive committee. Just the other day he was re-elected president of the Asheville Chamber of Commerce, which should be enough to do for any healthy individual.

Don Elias inherited his liking for politics from his father, Kope Elias, a close personal friend of President Grover Cleveland. On his mother's side he is a descendant of David L. Swain, a Governor of North Carolina.

While never seeking or holding an elective office, Mr. Elias has used his talent for organization to make his impress upon his party's history, mapping and managing Democratic campaigns and in general applying to politics the same enthusiasm, energy and directness which enabled him to be a success in business affairs.

Only recently, as Western Division chairman for the Washington Day Campaign Committee of North Carolina, his efforts in organization over-subscribed the fund-raising campaign for his district for the Democratic National Committee by more than 40%.

The theory that a straight line is the shortest distance between two points has always appealed to Mr. Elias and he has followed it with conspicuous success in all his affairs. A zestful joy in life, a good sense of humor and an unusual capacity to "take it" when the going is tough, have pulled him through depressions, recessions and other troubles with little if any evidence of wear and tear.

Don Elias took over the management of WWNC in 1934. The work was entirely new to him, but the job of running a business wasn't. Soon after he took charge, he began to build up its business, to increase the scope of its service and to weld the personnel into a strong and intensely loyal unit. The station celebrated its 15th anniversary on Washington's Birthday, and has one of the newest and finest homes in the entire South in the new *Citizen-Times* building.

Born in Franklin, Macon County, N. C., in 1889, Mr. Elias was educated in the old Franklin High School. There was no public school there in those days. He was graduated from Trinity College (now Duke) in 1902, and shortly after got a job on the *Asheville Gazette-News* as a cub reporter. The *Gazette-News* was the predecessor of the *Asheville Times*, of which he later was to become publisher.

Fascinated with publishing, he realized he would have to enter into some other business before he could realize his dream of owning a paper. Hence from 1912 to 1923 he was president of the Southern Coal Co., in Asheville, and later in 1923 headed the Southern Steel & Cement Co. In 1925, he purchased the *Asheville Times*. Realizing that a newspaper can be only as good as the men who actually produce it, he set about to employ the most capable and experienced executives and other employes that he could find.

The effective campaigning of Mr. Elias, personally and through his newspaper, behind the movement to get North Carolina to pass a $2,000,000 bond issue for establishment of the Great Smoky Mountains National Park was a substantial factor in its success.

In September, 1930 Mr. Elias and Charles A. Webb, publisher of the *Asheville Citizen*, negotiated a consolidation of the two daily newspapers in Asheville. Under the setup Mr. Webb became president and Mr. Elias vice-president. In addition to his responsibilities as co-publisher of the two papers, he became executive director of WWNC which is owned and operated by the Citizen-Times Co.

As a Duke football fan, he has few equals and no superiors, but his loyalty to Duke extends far beyond his interest in football. He has been active in alumni affairs since his graduation. He served as vice-president of the general alumni association in 1927 and was president the following year. He has been a member of the university's board of trustees since 1930.

Mr. Elias was chairman of the Democratic Executive Committee for the tenth (now the eleventh) Congressional district in 1916 when Zebulon Weaver was first elected to congress, where he still is serving. Mr. Elias also served for several years as chairman of the Buncombe County board of elections. In 1924 he was delegate to the Democratic national convention.

Mr. Elias is a World War veteran and for many years has been a member of the Kiffin Rockwell Post, American Legion. He was a commissioned second lieutenant in the field artillery at the Officers' Training School at Camp Taylor, Ky., in 1918.

Mr. Elias was for several years a member of the county board of welfare as the State's representative, and of the State unemployment advisory council. He is also a past director of the Southern Newspaper Publishers' Assn., as well as a member of the board of trustees of Western Carolina Teachers' College.

On June 17, 1924, Mr. Elias married Mrs. Elizabeth S. Bradfield. He is a Methodist, a 32d degree Mason, and a member of the Omicron Delta Kappa, honorary fraternity.

Personal NOTES

MARK ETHRIDGE, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, and former president of NAB, has resigned as chairman of President Roosevelt's Committee on Fair Employment Practices, of which RCA President David Sarnoff is also a member. The committee recently completed a report on race discrimination in the Government service. Mr. Ethridge continues as a member of the committee.

EDGAR KOBAK, executive vice-president of the Blue Network, has been reappointed vice-chairman of the Public Relations Division of the Greater New York Fund.

WARNER HALL, formerly with the sales service division of WOR, New York, has been appointed sales service manager of WJZ, New York, and a member of the Blue Network national spot sales staff. He succeeds Willard Butler, who has joined Erwin, Wasey & Co., New York, as time buyer [BROADCASTING, Feb. 23].

ROBERT A. CATHERWOOD, general manager of WWRL, New York, has returned to his desk after an attack of grippe.

RUSSELL LOFTUS, New York office manager of WIBX, Utica, on Feb. 14, married Edith Laurie, of Syracuse.

J. LEONARD REINSCH, general manager of WSB, Atlanta, is chairman of the radio division of the utilities committee of the Georgia Civilian Defense Commission.

FRED BECKER, radio director of Heintz, Pickering & Co., Los Angeles agency, has joined the Blue Network Hollywood staff as account executive.

F. C. SOWELL, general manager of WLAC, Nashville, is the father of a baby girl, born last Monday.

IRWIN ROBINSON, formerly eastern editor of *Advertising Age*, has joined the Office of Inter-American Affairs in New York to handle public relations for the radio division, headed by Don Francisco.

FRANK HATT, formerly of *Newspaper Selling*, has joined the sales staff of KFRO, Longview, Tex., to assist Thomas R. Putnam, commercial manager, in local sales.

DAVID M. KIMEL, advertising manager of WLAW, Lawrence, Mass., was one of the 23 executives and employes of the *Lawrence Eagle & Tribune* family, owners of WLAW, to be honored last week at a dinner program at which the 74th birthday of the *Eagle*, 52d of the *Tribune* and fifth of the radio station were observed. Each was presented with gold and silver signet rings by Irving E. Rogers, associate publisher of the newspapers and WLAW general manager. Mr. Kimel has been with the organization 26 years.

HENRY HUMPHREY, publisher of the *Texarkana Gazette & News*, operating KCMC, has been elected president of the Texas Newspaper Publishers Assn., succeeding Frank W. Mayborn, publisher of the *Temple Telegram*, operating KTEM.

TREVOR ADAMS, salesman of WINS, New York, is the first member of the station's sales staff to reach a 10% increase in sales over his previous three months average billing, goal necessary to win the WINS monthly sales contest and a gold "Ten-Up" arrow pin as a reward.

JOHN F. PIDCOCK, manager of WMGA, Moultrie, Ga., has been commissioned as a lieutenant in the Navy. Announcers Heywood Moseley and Jack Cox have received appointments as Air Corps Cadets. All three are awaiting call to active duty.

SAMUEL H. COOK, president of WFBL, Syracuse, has been appointed to the advisory board of the Rochester ordinance district. Oscar F. Soule, secretary of WFBL, is chairman of the Onondaga County rationing board.

T. RALPH BENNETT, formerly of the Bennett Adv. Agency, Columbia, S. C., has joined the commercial department of WMRC, Greenville, S. C.

J. MILTON SEROPAN, formerly sales manager of Paul Stanley & Co., San Francisco, has joined the sales staff of KPO, San Francisco.

HUGH B. TERRY, manager of KLZ, Denver, has returned to his office after an absence of three weeks following a knee operation.

BOB DeHAVEN, KYSM, Mankato, salesman, recently married Marguerite Conlin.

EARL KEY, local businessman, has been added to the sales staff of WJMA, Covington, Ky.

DAVIS B. SPIERS, of the sales staff of WCOS, Columbia, S. C., has been promoted to commercial manager.

HOWARD BARTH has left the staff of WAGE, Syracuse, according to William T. Lane, general manager.

MORE and MORE PEOPLE LISTEN TO

WCOP

NOW—WCOP gives Boston for the first time 18 hours of continuous music and news.

NOW—WCOP offers you an opportunity to buy hard-to-get premium night time spots at "easy-to-take" prices.

NOW—Before you select radio time in Boston test your campaign on WCOP.

WCOP

MASSACHUSETTS BROADCASTING CORP.

COPLEY-PLAZA HOTEL

BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

BEHIND the MIKE

JIM MILES, formerly director of the *Farm & Home Hour* at WING, Dayton, has joined WOWO-WGL, Fort Wayne, as assistant farm director.

LARRY ROBERTSON has been appointed program director of KFBK, Sacramento, Cal.

WENDELL NILES, Hollywood announcer on the NBC *Al Pearce & His Gang*, has been signed by Warner Bros. for a role in a film short featuring Bill Tilden, tennis star.

DAVID DRUMMOND, Seattle script writer, has joined the Blue Network Hollywood writing staff.

REID FORSEE, Canadian Broadcasting Corp. announcer at Toronto, is the father of a baby girl, born Feb. 18.

ROBERT EMERICK, announcer, has joined KYA, San Francisco.

WILLIAM BRUNDAGE, announcer, formerly of Louisville, has joined KQW, San Jose, Cal.

BOB PROVENCE, news editor of WKBN, Youngstown, returned to the U of West Virginia recently to complete his course before joining the Army. Stewart Wilson, formerly of WHLD, Niagara Falls, has joined the WKBN announcing staff.

BILL THIEMAN, WCAE, Pittsburgh, continuity writer, has joined Pennsylvania Reserve Defense Corps. Dave McKowan, former WCAE announcer, is studying meteorology at Chanute Field, Ill., in the Army Air Corps.

Blue's Coast Board

PROGRAM directors of all Pacific Blue Network Co. affiliated stations have been appointed ex-officio members of a new regional program board. Don E. Gilman, Western division vice-president, in making the announcement Feb. 20 declared that besides reducing conflicts between network and affiliate program structures to an absolute minimum, the new setup will (1) enable the network to showcase its "for sale" programs in more cities than previously; (2) proven local sustainers and commercials will be made available to the network for showcasing for eventual regional sponsorship. Besides being solicited for advice and suggestions with regard to network program structure, station program directors are to be advised of all shows being contemplated for Pacific Blue Network release.

J. E. (Dinty) DOYLE, formerly radio editor of the *San Francisco Chronicle*, *New York Journal-American*, and radio columnist for the syndicated Hearst Newspapers, has joined the publicity staff of CBS. Previously a newspaperman in the Philippines and Shanghai, Mr. Doyle has been publicity manager for the Billy Rose Aquacade in San Francisco, a writer for Radio Feature Service, and executive secretary of Radio Editors of America.

SGT. WALTER M. HARRISON Jr., former member of the news and announcing staff of KLZ, Denver, was one of a group of 90 selected from Lowry Field to be sent to an officers' training school in Florida.

JOSE CRESPO, Latin American actor, has joined the Spanish language staff of the CBS shortwave division.

ALLEN B. MARTIN, former reporter for Boston newspapers, has joined the NBC international division to handle the news desk.

KEN SMITH, Spanish announcer in the NBC international division, on Feb. 24 became the father of a baby boy.

ERNEST STONE, former announcer of WOV and WEVD, New York, has joined the night announcing staff of WNEW, New York.

BOB MARKS, CBS pageboy at the network's television studio in the Grand Central Terminal Bldg., New York, has been assigned to timing for television programs on WCBW, CBS video station.

EARL KELLY, staff announcer of WWNY, Watertown, N. Y., has joined the Army and is replaced by Emerson Hitchcock of Schenectady. Dave Lane, former WWNY staff artist, is now a control operator.

DAVID MANNING, formerly of KXOK, St. Louis, and more recently a Hollywood film studio reader, has joined KFVD, Los Angeles, as announcer.

LEONARD FINCH, of CBS Hollywood publicity department, has signed a civilian contract with the Navy Security office, and has reported to San Diego, Cal., for duty.

JOHN KELLY has joined the news staff of WICC, Bridgeport, replacing Larry Gruze, Army-bound.

BOB KELLEY, sports editor of WGAR, Cleveland, will cover the training activities of the Cleveland Indians in Clearwater, Fla.

PAUL CLARKE, announcer of KOA, Denver, and recently of WHBF, Rock Island, Ill., on April 1 is to marry Lucia Thompson, musical director of WHBF.

WILLIAM E. MEREDITH, formerly radio director of Presba, Fellers and Presba, has joined the continuity staff of WLW, Cincinnati. Frederick Russell, New York and Hollywood writer, replaces Richard Powell, recent selectee, who authored various WLW dramatic shows.

GILBERT WINTERS KING, of CBS Hollywood sales promotion department, has been transferred to the transcription division, replacing Don Sanford, now in the Army.

ARTHUR McPHILLIPS, of the production department of WJR, Detroit, is teaching a daily class in radio engineering at Wayne U.

BILLIE RANDALL and Bill Mitchell, of CBS Hollywood sales promotion and public relations, respectively, have recovered from appendicitis operations.

BILL FOREMAN, formerly of WGAR, Cleveland, has joined KMPC, Beverly Hills, Cal., as announcer-producer, succeeding Lou Huston, transferred to continuity and program traffic.

EDWARD TONNESEN, formerly of the guide staff of NBC Chicago, left last week for service in the Army Air Corps. Ogden Wilklund succeeds him.

JACK HILL, production man of WWJ, Detroit, resigned last week to join NBC in Chicago in a similar capacity.

EDITH RALSTON, of WJMA, Covington, Ky., has been named publicity and continuity director.

BILL HIGHTOWER, former sports announcer for WFAA, Dallas, and WIOD, Miami, has joined WSPD, Toledo.

GIL HODGES, special events chief at WTAG, Worcester, Mass., has resigned to join the Army.

EDWARD KOSOWICZ, announcer at WHOM, Jersey City, has entered the Army.

GEORGE P. BARTHOLOMEW Jr., NBC producer and writer, has been appointed an assistant director of production of CBS.

HAL THOMPSON, has resigned as chief announcer and special events director, WFAA-KGKO, Fort Worth-Dallas, to join the Army at Randolph Field.

PATSY PECK, freelance, has joined WFAA-KGKO, Dallas, as publicity director replacing Bertrand Heflin, on duty with the Navy.

DICK JENNINGS, formerly of KNOW, Austin, Tex., and Lester Scott, formerly of KTEM, Temple, Tex., have joined the announcing staff of KFDM, Beaumont.

LARRY GERAGHTY, former head of the WOL, Washington, music department, is now a fulltime announcer. Helen Schuyler, former receptionist, is assistant in the music department.

KPRO

1000 watts

Unlimited time

RIVERSIDE CAL

The Richest People in the World Live in The Valley of Paradise

. . . . Over ½ million people who have a per capita wealth of $1928 which is only a part of their wealth. An "Eden Garden" is their home—a climate unsurpassed—a rich, lush valley surrounded by mountain splendour. In this citrus fruit empire it is spring—right now. KPRO, the only regional station in the Valley of Paradise, can get you profitable results on your Spring Campaign—Here's a thought—Why not test your Spring Campaign on KPRO before the Eastern Season starts. That's really a good idea!

HOWARD H. WILSON Co., Rep.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.

National Representatives

ARTHUR GAETH, foreign news analyst of KSL, Salt Lake City, will address National Knife & Fork Clubs in various mountain and northwestern cities. He will also appear as special lecturer in the newly formed classes at Fort Douglas dealing with international affairs.

EDMOND STEVENS, English actor-stage manager, has been named assistant to Ron Ferguson, manager of the Blue Network script department in New York.

HELEN PAYNE has joined the CBS television station WCBW, as a studio assistant in the program department.

RAYMOND KAYE, former announcer of WIP, Philadelphia, returned to the station March 1 from WGH, Norfolk, Va.

MILT GOTTLIEB is the new assistant to Mort Lawrence, all-night announcer of WIP, Philadelphia, succeeding Chris MacDonald, who resigned to freelance.

JOHN DUNHAM, professionally known as John Scott, announcer of KMOX, St. Louis, recently married Beverly Best, of Sioux Falls.

JOAN SHERMAN, formerly of CBS and NBC production and continuity staffs at New York, Chicago, and Hollywood, has joined the staff of KIRO, Seattle, as assistant to Bill Moshier, publicity director.

GEORGE L. BEEBOUT, formerly program director of WHKC, Columbus, O. and WHBC, Canton, has been named program director of WFMJ, Youngstown.

WENDELL OLIPHANT, formerly an announcer of KSAM, Huntsville, Tex., has joined KFRO, Longview, Tex. Mario Basel, formerly of WEVD, New York, has also been added to the announcing staff.

FRANK GROSJEAN, formerly of WHBC, Canton, has been named copy chief of WJW, Akron. Mary Jean Schultz, Northwestern U graduate, has become WJW woman's program director.

SID TEAR, formerly announcer-engineer of WSJS, Winston-Salem, has joined the announcing staff of WRDW, Augusta, Ga.

RAYMOND CADDELL, formerly of WFIG, Sumter, S. C., has joined the announcing staff of WMRC, Greenville, S. C.

TOMMY SNOWDEN, program director of WEED, Rocky Mount, N. C., is to join the Marine Corps Reserve early in March. Bill Holm, announcer, is to be inducted into the Army in April.

JAMES W. HURLBUT, publicity director of WJSV, Washington, has been named a first lieutenant in the Virginia Protective Force.

VERN BRUGGEMAN, KUTA, Salt Lake City, announcer, has joined the Army.

KEN DUKE, formerly of KFYO, Lubbock, Tex., has joined the announcing staff of KBST, Big Spring, Tex.

MARTHA SHERWIN, secretary to Hal Bock, NBC Western division press manager, has been promoted to Pacific Coast picture editor of the network.

Lord Wins Judgment

TWO-YEAR legal action in the suit brought by Alonzo Cole, writer and radio director, against Phillips H. Lord Inc., radio production firm, was finally settled last week in New York Supreme Court when Judge Ferdinand Pecora dismissed Cole's complaint and granted judgment in favor of the Lord company. The decision reversed a previous ruling by the Appellate Division. Suit involved the NBC series *Mr. District Attorney*, sponsored by Bristol-Myers Co.

E. A. STOCKMAR, formerly assistant sales traffic manager of NBC Chicago, has been appointed manager, replacing Floyd Van Etten, now a lieutenant in the Navy. E. C. Cunningham, night traffic manager, has been made assistant manager.

ACTION IS DELAYED ON FUNDS FOR FCC

BECAUSE no executive sessions were held last week by the Senate Appropriations Committee on the Independent Offices Appropriation Bill, the FCC appropriation of $4,991,219 for fiscal year 1943, saw no action. The FCC appropriation, included in the Independent Offices Appropriation Bill, provides for the salary of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, payment of which was specifically prohibited in the House passage of the Bill Jan. 22.

Dr. Watson has been under fire for alleged Communist-front activities and, following numerous investigations, the House inserted a proviso prohibiting payment of his salary from 1943 FCC funds.

Hearings on bill have not been scheduled by the Senate Appropriations Committee but it is expected that these will be held shortly. Action by the committee on heavier financial legislation such as the 32 billion Fifth Supplemental Appropriation bill has held up consideration of the Independent Offices bill, it was said.

RECEIVER PRICES DRAW OPA WRATH

AIMED at allegedly "inflationary" and "unfair" substantial increases in wholesale and retail prices of receiving sets and radio phonographs, said to be now in effect, a sharply worded telegram by Price Administrator Leon Henderson, Office of Price Administration, on Feb. 19 ordered immediate cancellation of current prices.

The telegram, directed to all wholesale and retail outlets, followed official indication by the War Productions Board that most civilian radio production soon would be discontinued. Mr. Henderson stated that maximum manufacturers' prices were set by the OPA on Feb. 9 and indicated that current prices were far above the price ceilings set by his office.

"I am requesting," the Administrator said, "the immediate withdrawal of any retail or wholesale increases on your radio receivers and phonographs which have been made since Feb. 10 and the immediate re-establishment of retail and wholesale prices and discounts in effect on Feb. 10, 1942."

WKRC Names Cornell

SYD CORNELL has been named program director of WKRC, Cincinnati, to succeed Brad Simpson, effective March 1, according to Hulbert Taft Jr., general manager. Simpson, who has held the post since October, 1940, tendered his resignation to open an advertising agency in Cincinnati. Cornell joined the staff in September 1940 and has been active in programming and production.

MacArthur Drops Name

DOUGLAS MacARTHUR, WIBG, Philadelphia, program director has dropped his name in newscasts to avoid confusion with the hero of Bataan.

GEARED to the national war effort, television station W6XAO, Hollywood, owned and operated by Don Lee Broadcasting System, on Feb. 28 launched a schedule of 90 minute defense programs to take the video-sound channel on alternate Saturday evenings.

RADIO'S NO. 1 ADVERTISER *picks* *Central New York's* NO. 1 STATION.... WFBL

There's a dozen different reasons why Central New York housewives specify Procter & Gamble products when they buy soap or shortening, but one of the greatest reasons is Procter & Gamble's powerhouse radio promotion—98% of which is carried by Central New York's major food medium —Station WFBL.

P&G's weekly schedule of 55 ¼-hour daytime programs (35 CBS—20 National Spot), plus two ½-hour (CBS) evening programs on WFBL, demonstrates the way radio's number one advertiser uses the market's major medium to promote 7 different P&G products, so that the sales messages reach the largest housewife-audiences, and reach them with day in and day out consistency.

The following is Procter & Gamble's current schedule on WFBL for 7 products:

MONDAY THROUGH FRIDAY

9:15-9:30 A.M. (Nat. Spot)	3:15-3:30 P.M. (Nat. Spot)
9:30-9:45 A.M. " "	3:30-3:45 P.M. " "
1:00-1:15 P.M. (CBS)	5:00-5:15 P.M. (CBS)
1:15-1:30 P.M. (CBS)	5:15-5:30 P.M. (CBS)
1:30-1:45 P.M. (CBS)	5:30-5:45 P.M. (CBS)

WEDNESDAY EVENING

9:00-9:30 P.M. (CBS) and 9:30-10:00 P.M. (CBS)

You, too, can bring your product to the attention of the buying families of the rich Central New York market. Take a tip from Procter & Gamble's experienced time-buyers . . . choose **WFBL, Central New York's basic Columbia network station, for low-cost coverage, for alert co-operative programming, for dollar and cents sales results.** Let us show you how to reach this audience for your products, whether your schedule calls for programs or spot announcements. Write or wire WFBL, Syracuse, New York.

5,000 Watts Day and Night
Basic Columbia Network

WFBL
Syracuse, N.Y.

FREE & PETERS, National Representatives

AGENCY Appointments

LUCKY AUTO SUPPLY STORES, Los Angeles (chain), to Hilman - Shane-Breyer, that city. Currently sponsoring on a 52 week contract which started Feb. 26, a five weekly quarter-hour program, *Musical Clock*, on KECA, Los Angeles.

LEKTROLITE Corp., New York, to Ruthrauff & Ryan, New York, for "Glolite-Lektrolite" and "Glopoint" cigar, cigarette, and pipe lighters. No radio planned.

BREWING CORP. of America, Cleveland, to Lang, Fisher & Kirk, that city.

TIARA PRODUCTS Co., New York (vermouth), has not appointed Gotham Adv. Co., New York, according to Piedmont Agency, New York. BROADCASTING regrets the error, published in the Jan. 26 issue.

Radio and Press Still Active in Hawaii; Offer Major Advertising Opportunity

THAT Hawaii, though under martial law, still offers a major business opportunity for national advertisers, especially radio, is reported by the Katz Agency Inc., in a special bulletin summarizing letters it has received from the *Honolulu Advertiser* and its station, KGU, both of which are Katz-represented.

Civilian life and business carry on, and the daily newspaper and radio have become vital necessities not only for dissemination of military orders but for maintaining morale among the more than 500,000 civilians, the bulletin states. The newspapers have reduced the number of pages and are limiting their press runs, though they are hopeful that they will be able to get newsprint on the priority list and increase the size of the papers and restore eliminated features.

"People depend on radio not only for bulletins and orders from the Army intelligence; emergency announcements of all kinds; news reports; but, perhaps most important of all, for welcome entertainment.

Keeping Tuned

"Radio owners have been advised by military authorities to keep tuned to their stations for air-raid warnings.

"With regulations keeping civilians in their homes in the evening (except on special pass) and forcing the early evening closing of movies, night clubs and other entertainment facilities, radio is the only means of relieving the long boredom of the nightly blackout. For entertainment, it's the radio.

"Military orders prevented regular broadcasting during the week of Dec. 7. Since Dec. 14, both stations have maintained their full schedules — including all commercial programs."

Though shipping schedules are military secrets, great quantities of merchandise are reported being shipped regularly to Hawaii, but with preference given military materials. Labor is short, but there is no shortage of food. There is plenty of cargo space for exporting sugar, pineapples and other products to the mainland, so that the basic economy of the islands is reasonably sound.

On the advertising side, Katz's report states that in Honolulu, Sears Roebuck has "embarked on an aggressive policy, starting out with a page ad in the *Advertiser*"; Liberty House is maintaining former schedules; Honolulu Gas Co. is maintaining all present merchandise and institutional schedules; Mutual Telephone Co. has tripled last year's advertising schedule; Hawaiian Sugar Planter Assn. has doubled its 1941 advertising.

Seizing Shortwave Sets

NOT ONLY enemy aliens but any household of which an enemy alien is a member have been forbidden the use of shortwave receivers in Hawaii, under orders issued last week by the military governor. The sets must be turned over to the police by Feb. 26 under penalty of $5,000 fine or five years imprisonment. The order was issued largely to prevent aliens from tuning to the Tokyo propaganda broadcasts, notably the English "news" commentaries of "Lord Hee Hee", as Hawaii has nicknamed the Jap propagandist.

RCA Ties Australasia

FIRST DIRECT radio communication ever set up between the United States and Australasia has been opened by RCA Communications, linking San Francisco and Wellington, New Zealand, and eliminating delays caused heretofore by the necessity of relaying messages to New Zealand via Australia. The new 6,000-mile circuit becomes the 51st RCA circuit for direct communication with other countries, and will be operated at Wellington by the New Zealand Government Telegraph Administration.

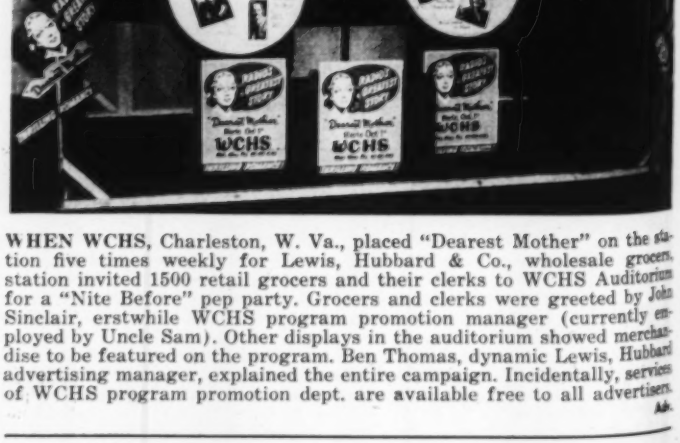
This is just to remind you: there's many a way to start a blaze, but only one way to set fire to the $285,000,000 buying power in the Roanoke-Southwest Virginia market. That's with WDBJ—the only station reaching the whole area with a strong, clear signal at all times! May we kindle a flame for you?

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives



WHEN WCHS, Charleston, W. Va., placed "Dearest Mother" on the station five times weekly for Lewis, Hubbard & Co., wholesale grocers, station invited 1500 retail grocers and their clerks to WCHS Auditorium for a "Nite Before" pep party. Grocers and clerks were greeted by John Sinclair, erstwhile WCHS program promotion manager (currently employed by Uncle Sam). Other displays in the auditorium showed merchandise to be featured on the program. Ben Thomas, dynamic Lewis, Hubbard advertising manager, explained the entire campaign. Incidentally, services of WCHS program promotion dept. are available free to all advertisers. Ad.

Slump Talk Irks Media in Detroit

January Retail Sales Found 35% Above '41 Figure

DETROIT media are up in arms over what they call misleading reports regarding the economic situation in that great defense center, deriving largely from headlines to the effect that 400,000 workers would be laid off in automotive plants due to the cessation of passenger car production. As one broadcaster put it to BROADCASTING, "Many national advertisers and their agencies have been prone to believe that Detroit was to be a 'dead dodo' as far as business conditions were concerned.

"The fallacy of this is evidenced by the fact that retail buying for the Detroit district during the month of January was running approximately 30 to 35% ahead of the same month last year and represented the biggest January in the history of most of the retail stores.

Rep Offices Closed

"On top of the unemployment scare, the trade journals carried stories relative to the closing of their Detroit offices by John Blair & Company and Free & Peters. It is understandable why both of these representative firms would be forced to close their Detroit offices, since these offices were established primarily to service the automotive agencies located here. Since there is to be a negligible amount of automotive advertising, Detroit of course can be conveniently covered from Chicago and these companies naturally felt that the volume of business for the coming year did not warrant their continuance here."

This Detroit broadcaster, emphasizing the fact that the motor car market is more than holding its own, quoted Ernest T. Kanzler's statement at a press conference in Detroit on Feb. 19 to the effect that there would be some unemployment until July, but that he anticipated from 800,000 to 1,000,000 men employed, at the year's end, in the plants of the automotive industry converted to war production.

Mr. Kanzler is chief of the Automotive Division of the War Production Board. He urged all industries to work seven days a week, 24 hours a day—and this is to be particularly so in Detroit.

That city's peak employment in 1941 was 550,000, so that actually it will soon have a larger population than ever, with increased rather than diminished buying power.

RCA Names Singer

SUMER W. SINGER, former general manager of Audi-Vision Inc., producer of commercial films, has been named manager of a newly-established sales education division of RCA Mfg. Co., Camden. The new department will provide material for sales training for RCA field sales organizations, RCA wholesale distributors and retail dealers and their sales personnel by means of district meetings, forums and printed manuals.

WJDC Now WPDQ

CALL letters of the new WJDC, Jacksonville, Fla., have been changed to WPDQ. E. D. Black, vice-president, has reported that further construction of the new station depends on receipt of certain necessary materials. WPDQ was granted last Dec. 30 to Jacksonville Broadcasting Corp. for 5,000 watts on 1270 kc.

Two Texas Tales

1—PERFECT coverage is claimed by KRGV, Weslaco, Tex., on the basis of a recent plug for a lost dog. Next morning the dog came to the studios and sat outside, waiting to be claimed.

2—When four employes of KRGV joined the Texas Home Defense Guard, one of them, Corp. Pennel C. Price, was assigned to the fulltime job of guarding the station.

CLEVELAND NEWS

"After This, When You're Listening to That Cat Food Program Don't Sit Near a Window!"

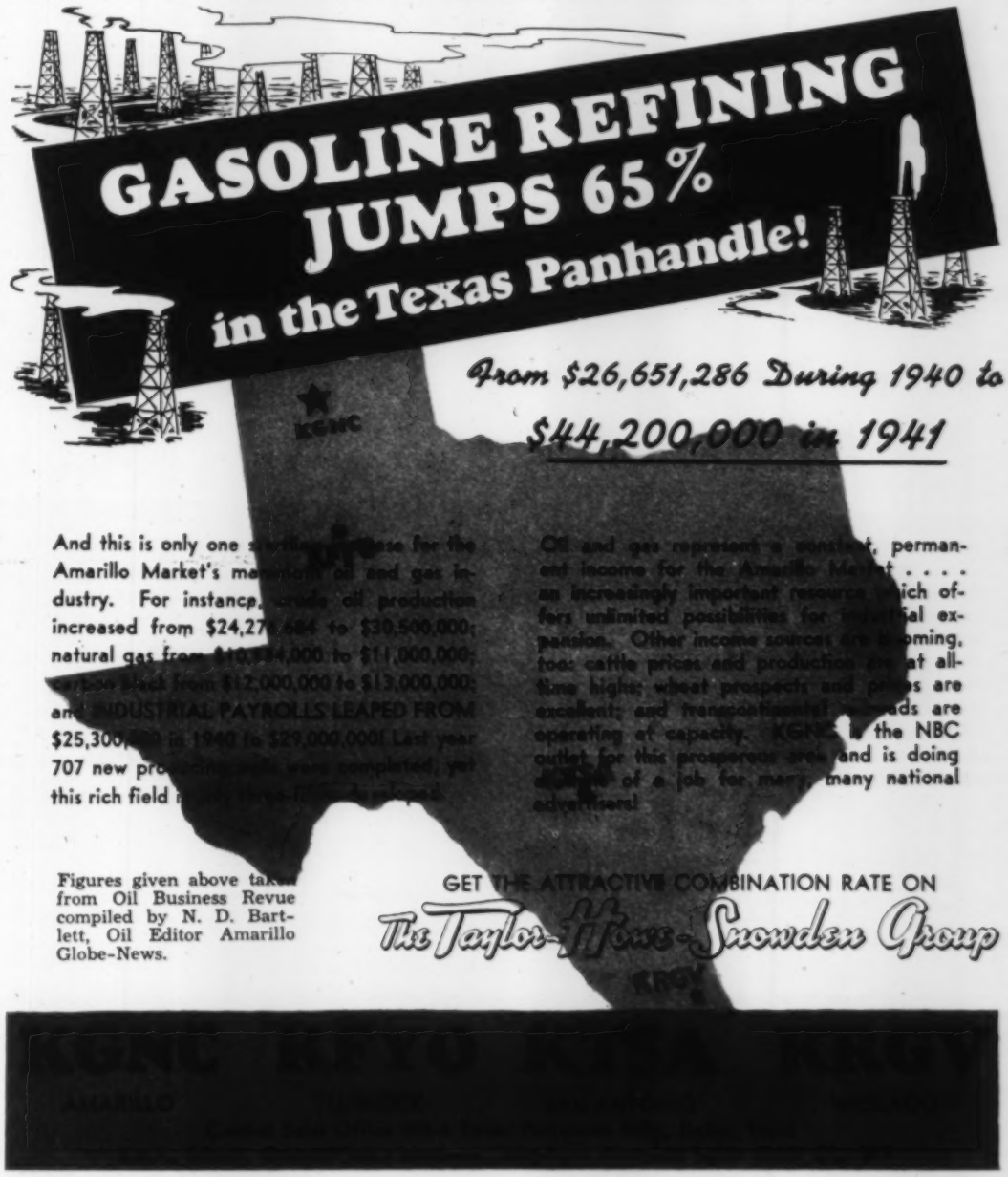
Western Auto Spots

WESTERN AUTO SUPPLY Co., Los Angeles, is using three to six spot announcements per week each on approximately 55 stations in the 11 Western states. Agency is Dan B. Miner Co., that city.

KXEL Selected as Call For Outlet in Waterloo

KXEL will be the call letters for the new 50,000-watt station on 1540 kc. in Waterloo, Ia., which the FCC authorized for construction on Jan. 21, according to Joe DuMond, manager of KBUR, Burlington, who owns 50% of the stock of Josh Higgins Broadcasting Co., holder of the construction permit [BROADCASTING, Jan. 26].

Mr. DuMond reported that plans are going forward for construction of the station as projected. Associated with him are John E. Fetzer, owner of WKZO, Kalamazoo; Paul Godley, consulting engineer; John Blair, station representative, and Dan T. Riley and Richard H. Plock, the latter president and vice-president respectively of KBUR, as well as 15 Waterloo businessmen who are also stockholders in the company.



WINTONS ACQUIRE CONTROL OF WLOL

CONTROL of WLOL, Minneapolis, passed Feb. 24 from the estate of the late John P. Devaney, former Democratic National Committeeman from Minnesota, who died Sept. 21, 1941, to David J. Winton and Charles J. Winton Jr. as the result of a decision of the FCC authorizing the transfer of controlling stock. The price was $21,500.

The Wintons, who acquired 48% interest in WLOL early in 1941, are prominent Minnesota lumber men. Charles Winton has been taking an active interest in the management of the station. David Winton recently was appointed by President Roosevelt as Minister to New Zealand but declined to take the post which was later given to former Secretary of War Patrick J. Hurley.

WLOL has been operating since the summer of 1940, using 1,000 watts on 1330 kc. Prime mover in securing the grant of the station from the FCC was Judge Devaney, who was a former Chief Justice of Minnesota State Supreme Court. He originally held two-thirds of the stock, with local theatre interests holding the remainder. Stock of the latter, together with some of that held by Mr. Devaney, was later acquired by purchase by the Winton brothers, giving them 48%.

KOL, Seattle, has applied to the FCC for authority to shift frequency from 1300 kc. to 880 kc. and increase power to 10,000 watts fulltime. It now operates with 1,000 watts night and 5,000 day.

Pabco Paint Series

USING radio for the first time in ten years, Paraffine Companies Inc., San Francisco (Pabco paint), on March 14 is scheduled to start *The House Next Door*, quarter-hour weekly transcribed program on eight Pacific Coast stations. Ann Holden, home economist and decorators from S. & G. Gump's store, each week will visit a different home. They will describe the interiors and exteriors, how they are decorated and give constructive ideas for improvements by decoration. Stations are KPO KFI KFSD KDYL KMJ KFBK KGW KOMO. In addition Paraffine is cooperatively sponsoring a series of transcribed spots on a long list of stations in various sections of the country. Agency is Brisacher, Davis & Staff, San Francisco.

Acme Expands List

ACME BREWERIES, San Francisco, has augmented its list of stations carrying the five-minute transcribed program *Toast to America's Allies*. Each broadcast salutes one of the 26 nations pledged in unity to defeat Hitlerism. The format provides for the selection of one of the Allied nations around which a panegyric is built. Agency handling the account is Brisacher, Davis & Staff, San Francisco. The new stations include KPO KGO KQW KHSL KIEM KMJ KYOS KVCV KFBK KVEC KFQD KFAR KGBU KDYL. Approximately 25 stations are being used at present.

DEAN SIMMONS

LOGGING broadcasting schedules of several stations while recuperating from an auto accident took Dean L. Simmons, timebuyer and radio director of the Mayers Co., Los Angeles into radio. After doing that type of work for the California Intelligence Bureau and W. R. Penney Market Research Corp. from 1934 to 1936, Dean became so sold on the idea that he established his own Radio-Ad Research Service, operating it for three years. He offered a complete log of the activities on all stations in the Southern California area, thereby enabling sponsors to obtain an accurate check on their campaigns.

When Dean approached the Mayers Co. in 1939 to interest them in subscribing, agency executives promptly bought it for all their accounts. In that same year, Dean joined Mayers as timebuyer and research director. He was instrumental in instigating the Mayers Co. RBC Service (Rating-Buying-Checking). When Ted Cate, then radio director, left Mayers in 1940, Dean took over his duties.

Among accounts he buys time for are Pennzoil Co., Hudson Sales Corp., Dad's Root Beer, Grocers Packing Co., Hollywood Chamber of Commerce, Hoffman Candy Co., Sears, Roebuck & Co.

Dean was born in Provo, Utah, Nov. 4, 1911, where he attended grammar and high school. Completing a business course, which included advertising, at Hennegar Business College, Salt Lake City, he struck out on his own in 1929, coming to Los Angeles. He found a job in the advertising department of Schulte United (department stores), remaining for two years. An auto accident near San Diego, Cal., forced him to give up working for the next two years. But during that time the enterprising youth kept his typewriter busy pounding out pulp stories, as well as taking up a mail course in advertising.

BILLY EVENSON, member of the *Scattergood Baines* cast, has the comedy lead in *American Sideshow*, musical revue, which opened at the Chicago Civic Theatre last week.

SUCCESS

Falstaff, one of the great Saint Louis beers, will be sold for its third straight year through the medium of KWK sporting events. A successful selling year is a logical expectation.

ST. LOUIS

KWK - MUTUAL

Agencies

HENRY KLEIN, executive of the Philip Klein Adv. Agency, Philadelphia, on March 2 becomes radio director of the agency. He succeeds Herb Ringold, who resigned to join the Army Air Corps publicity staff in Washington.

L. D. VAN DOREN, radio director of Hixon-O'Donnell Adv., New York, has been named a vice-president. Others named to vice-presidencies are Joel M. Nichols Jr., in charge of copy, and Thomas E. Orr, publicity director.

STAFF SGT. NORMA A. GIBB, formerly timebuyer at the Toronto office of J. Walter Thompson Co. Ltd., is now in the Canadian Women's Army Corps stationed at the Canadian Legation at Washington.

KELSEY DENTON, manager of the Seattle office of J. Walter Thompson Co., has been transferred to the New York office.

WILLIAM T. MALONE, formerly of Brown & Thomas Adv. Corp., has joined Cecil & Presbrey, New York, as copy director.

SHIRLEY SCHOENBERG, formerly of W. C. Jeffries Co., Los Angeles, recently joined the copy department of Hillman-Shane-Breyer, that city.

DR. GEORGE GALLUP, head of the American Institute of Public Opinion, and vice-president in charge of research for Young & Rubicam, is in Hollywood.

JAMES A. MacFADDEN, radio director of McKee & Albright, has returned to New York after a Hollywood visit.

VERA CONNELL has joined the radio copy staff of Kal Adv., Washington.

McCARTY Co., Los Angeles, announces these additions: Fred F. Hubler, account executive, formerly with Petroleum Rectifying Co., Houston; Byron H. Brown, account executive, former Los Angeles manager of Garth-Knollin Adv. Agency; Ford C. McElligott, junior account executive, resigned from the advertising department of Western Supply Co., Los Angeles.

WALTER GREEN, formerly of J. M. Korn Co., Philadelphia agency, has joined the copy department of Emil Mogul Co., New York.

ROBERT H. LEDING, formerly of Lord & Thomas, New York, has resigned as business consultant of the Department of Commerce to join Sheldon R. Coons, New York.

FOR POWER
FOR COVERAGE
FOR RESULTS
USE POWERFUL . . .
WLAW
LAWRENCE, MASS.
5000 Watts • 680 Kc.
C. B. S.
National Representatives
THE KATZ AGENCY, Inc.

Yankee Network Offers Colleges New FM Series

COOPERATING with the Yankee Network, more than 30 New England colleges will present an extensive FM broadcasting program during the coming months. First program of the series, featuring the combined 100-voice choral clubs of Boston and Emanuel colleges, will be presented March 15 over the Yankee Network's FM stations, W43B, Boston, and W39B, Mt. Washington. Other universities and colleges will participate.

Yankee Network hopes to add new blood to program by presenting youthful New England musical groups; at the same time it offers them a new medium. Among colleges said to have made plans for the series are: Holy Cross, Massachusetts State, Williams, Smith, Amherst, Wellsley, Boston U, Bates, Bowdoin, Colby, U of New Hampshire, Middlebury, Goddard, Yale and Wesleyan.

WHISTLE CONTINUES
WSM Consulted Before Change In Train Schedule

WHEN a crack train's schedule depends on clearance of radio time, that's news. J. S. McGinnis, promotion manager of the N.C. & St. L. R.R. recently called WSM, Nashville and asked if the *Pan American* show, sponsored by the railroad, could be moved up five minutes.

Informed it could there was a sigh of relief from the other end of the wire for, as McGinnis stated, it was desired that the schedule of the crack Pan American train of the N.C. & St. L. be changed but radio time would have to be cleared first.

This was required to retain the 10-year feature of the *Pan American* show in having the actual sound of the train heard as it passes WSM's 878-foot tower.

UP Baseball Coverage

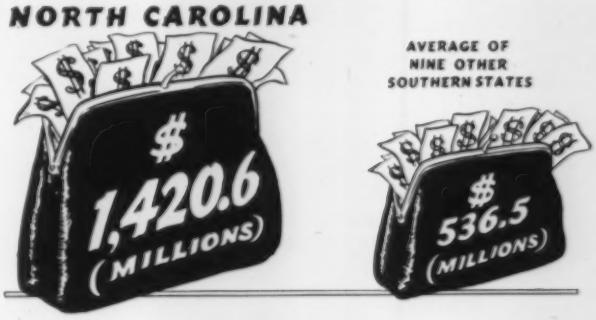
RADIO WIRE CLIENTS of United Press this season will receive direct coverage of major league baseball training camps according to arrangements by UP for its radio sports editor, Ralph Palmer, to tour the centers for daily features, spot news and color on the teams and players. Advance promotion on the feature has been supplied stations in brochure form designed for use by sales staffs as a presentation to prospective sponsors of the five-minute scripts. A similar brochure, describing a special UP series of football shows, enabled more than 200 stations to sell the scripts to sponsors last fall.

Albers Hookup

REPLACING *Treasure Hunt*, a new show, *Treasury Tunes*, started Feb. 19, keyed from WKRC, Cincinnati. Sponsored by Albers Super Markets with 43 stores in Ohio, the program is carried by WING, Dayton; WIZE, Springfield, and WCOL, Columbus, on Thursday nights. Show offers Defense Bonds an Stamps with maturity value of $550 to 104 participants weekly. Bill Welch is m.c. and Nelson King is announcer.

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939



WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Walker Remedy Co., Waterloo, Ia. (stock, poultry remedies), 14 *sa* weekly, thru Weston-Barnett, Waterloo.
Iowa Packing Co., Des Moines, 156 *sp*, thru Coolidge Adv. Co., Des Moines.
Quaker Oats Co., Chicago (Oatmeal), 5 *ta* weekly, 6 weeks, thru Sherman & Marquette, Chicago.
Lever Bros., Cambridge (Rinso), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnettes), 3 *sp* weekly, 13 weeks, thru Platt-Forbes, N. Y.
Sunway Vitamin Co., Chicago, 3 *sp* weekly, thru Sorensen & Co., Chicago.
Carey Salt Co., Hutchinson, Kan., 3 *sp* weekly, 26 weeks, thru McJunkin Adv. Co., Chicago.
Ferris Pharmacal Co., Chicago, 3 *sa* weekly, thru Neal Adv. Agency, Chicago.
Dave Minor Publishing Co., Chicago (music instructions), *ta* weekly, thru United Adv. Corp., Chicago.
Kellog Co., Battle Creek (cereal), 180 *ta*, thru Kenyon & Eckhardt Inc., N. Y.
Excelsior Springs Chamber of Commerce, 6 *sa* weekly, thru R. J. Potts & Co., Kansas City.
Henry Field Seed Co., Shenandoah, Ia. (seeds and nursery stock), 13 *ta*, thru Allen & Reynolds, Omaha.
Murphy Products Co., Burlington, Wis. (stock feeds), 1 *sp* weekly, 52 weeks, thru Wade Adv., Chicago.

WFIL, Philadelphia

Lever Bros., Cambridge (soap), 12 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Sunway Vitamin Co., Chicago (vitamins), 1 *sp* weekly, thru Sorenson & Co., Chicago.
Quaker Oats Co., Peterborough, Ontario (Sparkies), 5 *sp* weekly, thru Ruthrauff & Ryan, N. Y.
Procter & Gamble Co., Cincinnati (Ivory Snow), 5 *ta* weekly, thru Benton & Bowles, N. Y.
Chamberlain Sales Corp., Des Moines (hand lotion), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.
Roma Wine Co., Philadelphia (wine), 18 *sa* weekly, thru Samuel Taubman, Philadelphia.
D'Arrigo Bros., Boston, Mass. (Andy Boy Broccoli), 3 *sa* weekly thru Chambers & Wiswell, Boston.
Block Drug Co., Jersey City, N. J. (capsules), 3 *sp* weekly, thru Raymond Spector, N. Y.
Consolidated Drug Trade Products, Chicago (Peruna), 5 *t* weekly, thru Benson & Dall, Chicago.
Washington State Apple Adv. Commission, Wenatchee, Wash. (apples), 5 *sa* weekly, thru J. Walter Thompson, San Francisco.

KFI, Los Angeles

Eaton Paper Corp., New York, 3 *ta* weekly, thru Grey Adv. Agency, N. Y.
Wesson Oil & Snowdrift Co., New Orleans (salad oil), 3 *sp* weekly, thru Fitzgerald Adv. Agency, New Orleans.
White Laboratories Inc., N. Y. (Chooz), 7 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Kellogg Co., Battle Creek (All Bran), 14 *ta* weekly, thru Kenyon-Eckhardt Inc., N. Y.

KQW, San Jose

Lever Bros., New York (Lifebuoy Soap), 17 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Mechling Bros. Chemicals, Philadelphia (fertilizers), weekly *sa*, thru Aitkin-Kynett Co., Philadelphia.

WLAG, LaGrange, Ga.

Crown Insurance Co., Chicago, 28 *sa*, thru Robert Peterson Adv. Co., Chicago.
Dr. Pepper Bottling Co., Atlanta, 3 *t* weekly, 52 weeks, direct.

KNX, Hollywood

Interstate Bakeries Corp., Tuscola, Ill., 3 *ta* weekly, thru Dan B. Miner Co., Los Angeles.

WISH, Indianapolis

Planter's Nut & Chocolate Co., San Francisco (peanuts), 6 *sp* weekly, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.
Socony-Vacuum Oil Co., New York (Mobil gas), 12 *sp* weekly, 52 weeks, thru J. Stirling Getchell Inc., N. Y.
P. Lorillard Co., New York (Beechnut cigarettes), 6 *sp* weekly, 26 weeks, thru Lennen & Mitchell, N. Y.
Anacin Co., Chicago (Benefax), 4 *ta* weekly, 26 weeks, thru William Douglas McAdams, New York.
John Puhl Products Co. (Fleece White), 4 *sa* weekly, 13 weeks, thru Cecil & Presbrey, N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 4 *ta* weekly, 26 weeks thru BBDO, N. Y.
Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 6 *ta* weekly, 13 weeks, thru Lawrence C. Gumbinner Agency, N. Y.
Penn Tobacco Co., Wilkes Barre (Julep cigarettes), 6 *sp*, 52 weeks, thru H. M. Kiesewetter Adv. Agency, N. Y.

WEEI, Boston

Boston & Maine Railroad, 3 *sa* weekly, thru Harold Cabot & Co., Boston.
Charles Gulden, New York (mustard), 3 *sp* weekly, thru Charles W. Hoyt Co., N. Y.
Schutter Candy Co., Chicago, 21 *sa* weekly, thru Rogers & Smith, Chicago.
R. B. Davis Co., Hoboken (Cocomalt), 4 *sa* weekly, thru Murray Breese Associates, N. Y.
Lever Bros., Cambridge (Vimms), *sp* and *ta* weekly, thru BBDO, N. Y.
Lever Bros., Cambridge (Lifebuoy), *sp* and *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Marlin Firearms Co., New Haven (razor blades), 7 *sa*, thru Craven & Hendricks, N. Y.

KFRC, San Francisco

American Chicle Co., N. Y. (Adams Clove Gum), 6 *ta* weekly, thru Badger, Browning Inc., N. Y.
McIlhenny Co., Chicago (tobasco sauce), 4 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Beneficial Casualty Co., Los Angeles (insurance), 3 *t* weekly, thru Stodel Adv., Los Angeles.

WNAC, Boston

Simon & Schuster Inc., New York, *ta*, thru Northwest Radio Adv. Co., Seattle.
Seeck & Kade, Inc., New York (Pertussin), *ta*, thru Erwin, Wasey Co., N. Y.
Philadelphia & Reading Coal Co., Phila., *sa*, McKee & Albright Inc., N. Y.

KFRO, Longview, Tex.

American Chicle Co., New York (Dentyne), 66 *ta*, thru Badger, Browning & Hersey, Inc., N. Y.
B C Remedy Co., Durham, N. C., 352 *ta*, thru Harvey-Massengale Co., Atlanta.

WRC, Washington

Potter Drug & Chemical Corp., Malden, Mass., 5 *ta* weekly, 52 weeks, thru Atherton & Currier, N. Y.

WNEW, New York

American Tobacco Co., New York (Lucky Strikes), 6 *sp* weekly, thru Lord & Thomas, N. Y.
Roma Wine Co., New York, 15 *sp* weekly, 30 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Paraffine Companies Inc., San Francisco (Pabco floor covering), 3 *t* weekly, 13 weeks, thru Emil Brisacher & Staff, San Francisco.
Charms Co., Bloomfield, N. J. (Tastyeast candy), 8 *sp* weekly, 52 weeks, thru Scheck Adv. Agency, Newark.
Pure Food Co., New York (Herb-Ox Bouillon cubes), 3 *sp* weekly, thru J. M. Mathes Inc., N. Y.
Cooper Safety Razor Corp., Brooklyn (blades), 3 *sp* weekly, 52 weeks, thru The Heffelfinger Agency, N. Y.

KHJ, Hollywood

Interstate Bakeries Corp., Tuscola, Ill., 3 *ta* weekly, thru Dan B. Miner Co., Los Angeles.
Manhattan Soap Co., New York, (Sweetheart Soap), 7 *ta* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Fashion Frocks Inc., Cincinnati, 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Rockwood & Co., Brooklyn (candy), 5 *sp* weekly, thru Federal Adv. Agency, N. Y.

KFBK, Sacramento

Kellogg Co., Battle Creek (All-Bran), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Simon & Schuster, New York, 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

Wings Changes Show

FILM commitments having been arranged to eliminate conflict with radio appearances, William Gargan, motion picture actor, after two broadcasts has been signed on a permanent basis to portray Capt. Flagg in the weekly half-hour *Capt. Flagg & Sergt. Quirt*, sponsored by Brown & Williamson Tobacco Co. (Wings), on 83 NBC stations, Friday, 10-10:30 p.m. (EWT). He replaces Victor McLaglen. Edmund Lowe continues as Sergt. Quirt. Lou Kosloff is musical director. Dell King has the announcing assignment. Mel Williamson recently transferred to Hollywood from Chicago is the Russel M. Seeds Co. producer of the show. He also handles production of the weekly half-hour NBC Red Skelton & Co. sponsored by Brown & Williamson in interest of Raleigh cigarettes and Sir Walter Raleigh tobacco.

"I could tell you how to reach a more PROSPEROUS market, Bud!"

Adv.

No War Aid Seen For Small Plants

Radio Adjuncts Not Expected To Receive Army Help

IN THE FACE of the recent DCB "Freeze Order" in the granting of new stations or improved facilities, and in view of the war conversion order to receiver manufacturers, the situation for smaller businesses related to the industry is rapidly taking on a sombre note, it was felt in industry circles last week.

A heartening note was sounded Feb. 19 by a directive issued by Maj. Gen. Charles M. Wesson, Chief of Ordnance, to the 13 districts of the Ordnance Department of the War Department, which stated that extended services would be made available to smaller manufacturers in the various ordnance districts to assist them in getting work for their plants.

Engineer Shortage

It was felt that the directive might include smaller plants which are engaged, for the most part, in the assembling end of either receiver or transmitter manufacturing. This hope has been dispelled, however, in view of the shortage of engineering assistance now being given to manufacturers by the War Department and also because the radio industry is constantly being called upon by the War Department to furnish engineers.

In view of the War Department's engineering shortage, it is felt in industry circles that assistance will be given only to actual manufacturers and that some assembly plants must eventually pass out of the picture.

Officials of the Radio Manufacturers' Association last week stated that assistance by the War Department has so far been confined to manufacturers now engaged in war work. "The War Department does not seek work for industry manufacturers or assembly plants," RMA officials stated. They added, "the War Department has so far only offered assistance to industry manufacturers who are actually engaged in war work."

It was added, however, that in the event of an expanded War Department engineering staff, some assistance might be given to smaller industry assembly plants.

Concerts Insured

RADIO and concert engagements of Gladys Swarthout have been insured for $2,000 each for the next six months by Lloyds of London, the star's chief commitment being the Sunday afternoon *Family Hour* broadcasts sponsored on CBS by Prudential Insurance Co. of America. The sponsor cannot under law insure the appearance of its own star.

PENN TOBACCO Co., Wilkes-Barre, has stipulated with the Federal Trade Commission to discontinue alleged claims that Kentucky Club pipe tobacco smokes 25% cooler than other tobaccos and to cease use of "forget your cough" in advertising Julep cigarettes.

Radio Advertisers

PACIFIC AIRCRAFT Training School, Hawthorne, Cal., new to Southern California radio, in a one-month test campaign to promote organization's defense industry instruction courses for women, on Feb. 25 started using five-minute transcribed commercial announcements once and twice-daily on KMPC, Beverly Hills, Cal., and KFVD, Los Angeles, respectively. If successful, schedule will be expanded to include other West Coast stations. Placement is through Allied Adv. Agencies, Los Angeles.

MANDEL BROTHERS, Chicago department store, on March 1 started sponsorship of 24 five-minute newscasts daily, every hour on the hour, on WIND, Gary, Ind. Account was placed through Schwimmer & Scott, Chicago.

FORT WAYNE National Bank, Fort Wayne, will sponsor the 1942 *Allen County Spelling Bee* series on WGL, every Wednesday and Saturday between March 11 and May 13. Winners of school bees within the country compete for the county title.

COLONIAL COFFEE Co., Nashville, sponsoring *Colonial Quartets* on WLAC, Nashville, has extended the show to WLBJ, Bowling Green, Ky. Organized quarters compete for $185 monthly prizes. Program is heard Mondays and Fridays, 6:45 p.m.

WESTERN AUTO WORKS Co., Los Angeles (repairs), is sponsoring a five and six weekly quarter-hour newscast on KMPC, Beverly Hills, Cal., and KFVD, Los Angeles, respectively. Contract is for 13 weeks having started Feb. 9. Allied Adv. Agencies, Los Angeles, has the account.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs), has started thrice-weekly transcribed dramatized spot announcements on a large number of Canadian stations; Cockfield Brown & Co., Ltd., Toronto, placed the account.

DAGGETT & RAMSDELL Lt., Toronto (face creams), has started *Musical Make-Up*, a five-minute live morning show on CFRB, Toronto, five days weekly. Account placed by Cockfield Brown & Co. Ltd., Toronto.

CANADA PACKERS Ltd., Toronto (fertilizer division), has started thrice-weekly five-minute talks on tobacco fertilizers on CKPC, Brantford, Ont. Account placed by Cockfield Brown & Co. Ltd., Toronto.

AMERICAN BREWING Co., New Orleans (Regal beer), is currently sponsoring the weekly quarter-hour transcribed life story of Winston Churchill, titled *Imperial Leader*, on WWL, that city. Series is also being sponsored by El Paso Electric Co., El Paso, on KROD. Transcribed feature is distributed by Howard C. Brown Co., Hollywood, and Kasper-Gordon, Boston.

THRIFTY DRUG Co., Los Angeles (Southern California retail chain), on March 2 starts for 52 weeks sponsoring a five-weekly quarter-hour program *Hollywood Spotlight* on KECA, that city. Conducted by Erskine Johnson, series features interviews with film personalities, as well as a weekly movie mystery contest. Firm, currently sponsoring a six-weekly quarter-hour commentary, *Inside the News*, on KFI, Los Angeles. Agency is Hillman-Shane-Breyer, that city.

REX DAVIS, chief news announcer of WCKY, Cincinnati, now is sponsored on four programs daily—at 8 a.m., by Planters peanuts; 11 a.m. by Art Dry Cleaning Co.; 1 p.m. by Hudepohl Beer; 6 p.m. by Art Dry Cleaning Co. Other sponsored news broadcasts on WCKY are: Gordon Gray at 7 a.m. for Re-Go Gas & Oil Co., Cincinnati, and Jack Foster at 10:45 p.m. for Hudepohl Brewing Co.

DR. CORLEY'S PRODUCTS, San Francisco (health foods), recently started a quarter hour weekly program on four McClatchy stations in California—KFBK KWG KMJ KERN. Agency is Rhoades & Davis Adv., San Francisco.

Tip Top Resumes Spots

TIP TOP TAILORS, Toronto (chain), on March 3 starts three weekly transcribed spot announcements on more than 25 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

SUMNER RHUBARB GROWERS Assn., Sumner, Wash., a seasonal user of radio, is conducting a radio campaign on four California stations, using announcements on KJBS, San Francisco; KMJ, Fresno, and KFBK, Sacramento, and home economics participations on KFRC. Agency is Brewer-Weeks Co., San Francisco.

NEWELL GUTRADT Co., San Francisco (1-2-3 Cleanser), has started a four-month test campaign, using spot announcements several times weekly on KMJ and KARM, Fresno. Home economics participations are also being used on KMJ. If the test is successful other stations may be added, according to Botsford, Constantine & Gardner, San Francisco.

BLATZ BREWING Co., Milwaukee, has started six weekly announcements on WGN, Chicago. Agency is Henri, Hurst & McDonald, Chicago.

FIRST LADY DISCS GIVEN TO LIBRARY

A COMPLETE set of transcriptions of Mrs. Franklin D. Roosevelt's Sunday night broadcasts on NBC-Blue, sponsored by the Pan American Coffee Bureau, was presented to the Library of Congress Feb. 25 at ceremonies attended by the First Lady and other notables. The original manuscripts were also included in the presentation, which was made to Dr. Luther H. Evans, chief assistant librarian and director of the reference department.

The transcriptions are to be filed away as part of a library of recordings of important broadcasts having future historical reference value which the Library of Congress hopes to build up with the cooperation of the broadcasters. Since the Library has no funds for this purpose, it is relying upon contributions from networks, stations and sponsors, and particularly desires to have any transcriptions of a documentary character.

"DICTATOR" say our advertisers. "You tell 'em to buy and they do buy . . . in six states." Doesn't this give you an idea?

WIBW The Voice of Kansas in TOPEKA

POWER TO RING THE BELL EVERY TIME!

It takes power—a real punch—to ring the bell. Timid taps won't turn the trick.

WOAI, with its 50,000 watt voice booming over a cleared channel, provides that power! Twenty years of leadership and superior programming assure one of the largest and most loyal audiences in the great Southwest.

Together—power plus prestige—they present the advertiser with a sure-fire combination that "rings the bell" of advertising returns—every time.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

DCB Not to Seek Funds of Congress

Operation Made Possible by Other Federal Agencies

DEPENDING upon other Governmental agencies and committees of private communications concerns for its functional activities, the Defense Communications Board, wartime communications planning agency, has not asked and will not ask Congress for any appropriation despite its manifold activities, according to DCB Chairman James Lawrence Fly, who is also chairman of the FCC.

Before Pearl Harbor the DCB was engaged chiefly in preparing plans for the use of radio, wire and cable communications in the event of war or other emergency. Since that date its function has expanded to include facilitation of action under such plans, with its current problems embracing the extension of additional communications service to both domestic and foreign points where war has brought new or enhanced need for instantaneous communication facilities; cooperation with WPB in determining priorities and allocations for radio equipment; safeguarding of communication routes and plants from accidental or deliberate damage, and prevention of interruptions.

The DCB functions with the assistance of 17 committees representing all branches of the communications industry, including broadcasting [see 1942 BROADCASTING Yearbook]. Its continuance without either Congressional appropration or funds from the President has been made possible through the cooperation of other Government agencies, industry and labor, said Mr. Fly, with the bulk of its administrative work carried by the regular staff of the FCC plus a few clerical positions authorized in the regular FCC appropriation.

"We need communications facilities for the instantaneous transmission of orders and intelligence from one point of our far-flung battle front to another; for the transmission of news to the home front; for the presentation of American news and opinion to our sister American republics and to the rest of the world," said Mr. Fly. "At home we need peak efficency in our telegraph and telephone systems if we are to function as a fortress, base and arsenal of democracy."

Besides Chairman Fly, DCB consists of Maj. Gen. Dawson Olmstead, chief of the Army Signal Corps; Capt. Joseph R. Redman, director of Naval communications; Breckenridge Long, Assistant Secretary of State in charge of the Division of International Communications, and Herbert E. Gaston, Assistant Secretary of the Treasury.

DROP-BY-DROP accounts of blood-giving were broadcast by Mildred Carlson (left), home forum director at WBZ-WBZA, Boston, and Jimmy Vandiveer, KFI, Los Angeles, special events director recently. This painless patriotism was urged upon listeners while the two contributed a pint of blood each to the Red Cross Blood Bank during the recitals. With Miss Carlson is Arch Macdonald, staff announcer and also a donor.

FIRST FM GRANT GIVEN SOUTHWEST

FIRST commercial FM grant in the Southwest was made last Tuesday by the FCC, which issued a construction permit for high-frequency facilities in Amarillo, Tex., to the Amarillo Broadcasting Corp., licensee of standard station KFDA in that city. Channel assigned was 45.1 mc. with a service area of 5,600 square miles.

Principals in the permitee and KFDA are J. Lindsey and Gilmore Nunn, also majority stockholders of WCMI, Ashland, and WLAP, Lexington, Ky.

The Commission set for hearing the applications of W47NY, FM station of Muzak Corp., New York, seeking consent to assign their CP to Muzak Radio Broadcasting Stations Inc.; WHFC Inc., Chicago, licensee of WHFC, Cicero, Ill., applying for a new FM station; The American Network Inc., New York, applicant for FM in that city. The latter will be heard jointly with seven other applicants for construction permits in the New York area.

Other actions of the FCC last week regarding FM included the placing of the application of Hawley Broadcasting Co. for a new station in Scranton, Pa., in the pending file under Order 79 and the deletion of W2XVP, experimental FM outlet of the City of New York, at the request of the licensee who has already dismantled the station.

New Recording Firm

DISCO RECORDING Co. has been established in Arcade Bldg., St. Louis to produce transcribed programs and announcements for national and local advertisers. Heading the new company is Harry V. (Pappy) Cheshire, president, identified with many KMOX, St. Louis productions. Bob Reichenbach, former promotion manager of KMOX, is general manager and Gordon Sherman, formerly chief recording engineer with the same station, is vice-president and chief engineer of Disco.

NATIONAL UNION Radio Corp., Newark, manufacturer of receiving tubes, transmitting tubes, cathode ray tubes, panel lamps, condensers etc., has leased the entire tenth floor of the American Insurance Co. building at 15 Washington St., Newark, for its executive, sales and accounting divisions.

5000 WATTS DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

WRNL

910 KC IN THE CENTER OF THE DIAL

RICHMOND VIRGINIA

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

WISN

MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

The Katz Agency, Inc. — Representatives

in the CONTROL ROOM

MAJ. ALFRED R. MARCY, chief engineer at WFBL, Syracuse, has been promoted to lieutenant colonel in the Army. Lieut. Thomas Hale, transmitter staff, is with the Naval Reserve in Puerto Rico. Edward Lutz, control room engineer, is with the Naval Reserve in Panama.

WESLEY RANDLES, formerly of WSUN, St. Petersburg, Fla., has joined the engineering staff of WIOD, Miami.

ED CONTENT, assistant chief engineer, WOR, New York, is recuperating from an appendicitis operation. Jeff Smith, Phillip Monaghan and Paul Lohse have been added to the WOR engineering staff. Smith formerly handled check recordings at Erwin, Wasey & Co.; Monaghan came from NBC; Lohse is a graduate of the RCA Institute. Arthur Simpson, formerly with the Clearsound Corp., New York, has joined the WOR recording and transcription service.

JOHN WATERS, engineer of WINS, New York, is the father of an 8-pound baby boy.

DOMINICK BRUNO and William E. Hunter, both formerly of the radio service department of R. H. Macy & Co., New York, have joined WPAT, Paterson, N. J., as transmitter engineers.

GEORGE E. MacDONALD, engineer of WCOP, Boston, Mass., has left for Army service, the first of the station to do so.

ISAAC MURPHREY, chief engineer of WEED, Rocky Mount, N. C., has resigned to join the Naval Reserve. Elmer Proctor, staff engineer, is to join the same service soon.

KENNETH HEDDENS has been appointed chief engineer of WGNY, Newburgh, N. Y., succeeding Patrick Simpson, now with NBC New York.

THOMAS H. PHELAN, audio facilities engineer of NBC, New York, in San Francisco for construction of the new NBC building, recently became the father of a baby boy, born in the Golden Gate City.

WALTER R. BROWN, NBC engineer, has resigned to accept an appointment as a senior grade lieutenant in the Navy.

ROLAND GRAY, formerly of WJAS-KQV, Pittsburgh, and ex-Navy man, John Ott, have been added to the WCAE, Pittsburgh, technical staff. Engineer Walter Glaus has enlisted in the Marine Corps.

RALPH QUAY, of the Ohio State Police, and Rolland Courtad, of WKAR, Akron, have been added to the control room at WGAR, Cleveland. Walter Widlar, Bill Jacobs, and Robert Fox, former WGAR engineers, are now civilian members of the Navy Research Council.

CARL DILLMAN and John Hook, KFOX, Long Beach, Cal., technicians, have resigned to join KPAS, Pasadena, Cal. Del Nestor of KGFJ, Los Angeles, has taken over Dillman's former KFOX duties.

JIM LOWE and James Edward Ruggles, technicians of KFOX, Long Beach, Cal., and KFWB, Hollywood, respectively, have resigned to join the FCC Division of National Defense Operations, headquartered at Santa Ana, Cal. George Vodra has taken over Ruggles' KFWB duties.

BILL GASS, KGFJ, Los Angeles, technician, has joined KFVD, that city. E. V. Buchanan has taken over his post.

DOUGLAS RUCH and Raymond Baird have joined the engineering staff of WJW, Akron. Baird formerly served WSTV, Steubenville.

Government Asks Engineer Roster

Questionnaires to Provide Technical Reserve List

ENGINEERS, technicians and indirectly others of the radio industry are being solicited in a special questionnaire of the National Roster of Scientific & Specialized Personnel, seeking to ascertain the number and characteristics of Americans skilled in this particular branch.

The questionnaire, along with similar queries to those in other industries seeking like reservoirs of specialists, is being sent out by the Civil Service Commission and the National Resources Planning Board, operating under the Executive Office of the President.

Specific questionnaires on engineering for record purposes are being distributed to engineers and technicians asking field of specialization, with present and past functions as well as other allied experience. Ham operators as well as professionals are being queried, according to James C. O'Brien, executive officer of the project.

While no other category in radio is at present receiving the form, it is indicated that some groups will be touched when questionnaires are sent to other industries allied with radio, directly or indirectly.

Explaining that the move was in connection with national defense, Leonard Carmichael, director of plan, stated last week that representatives of the American Council on Education, American Council of Learned Societies, National Research Council, Social Science Research Council and other national organizations are members of the project's advisory committee. Filling of the questionnaire is not to be construed as an application for a position. Its purpose is merely to allow the Government to size up the number and strength of American specialists and to best conserve and use this skill in the war effort.

CIVILIAN engineers are sought by the Army Signal Corps to fill radio and telephone positions in Civil Service jobs paying $2,600, $3,200 and $3,800 annually.

Baltimore's Blanket!

WCBM

18 hours a day, we knock on over 200,000 doors! And our reception is city-wide, high and handsome! One of the nation's most lucrative markets . . . served INTACT to you! Penny for penny—coverage better than any! Write for plentiful proof!

WCBM

The Blue Network

BALTIMORE, MARYLAND

Natl Rep —Foreman Co., N.Y. & Chi.

TWO VALUABLE *NEW* FEATURES HAVE BEEN ADDED TO THIS PRESTO RECORDER!

Here is a more versatile recording turntable, a recorder with variable cutting pitch, one that can be quickly adjusted for discs of varying thickness, a machine that will operate "faster" in busy control rooms. It's the new Presto 8-C recorder with . . .

INDEPENDENT OVERHEAD CUTTING MECHANISM: The cutting mechanism of the 8-C is rigidly supported at one end by a heavy mounting post 2¼" in diameter. The other end is free of the table so that the alignment is independent of the disc thickness. A thumbscrew above the cutting head carriage adjusts the angle of the cutting needle *while cutting* for any direct playback or master disc from .030" to ¼" in thickness. The cutting mechanism swings clear of the table for quick change of discs.

VARIABLE CUTTING PITCH: The buttress thread feed screw is driven by a belt and two step pulleys beneath the table giving accurate cutting pitch adjustments of 96, 112, 120, 128 or 136 lines an inch. Changing the cutting pitch is a matter of seconds. A hand crank and ratchet on the feed screw spirals starting and runout grooves up to ¼" apart.

Other specifications are identical with the well-known Presto 8-N recording turntable described in our complete catalog. Copy on request. Cabinets are available for mounting single or dual turntable installations. If you are planning to improve your recording facilities write today for price quotations and detailed specifications.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4310 CHICAGO, Har. 4340 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 PHILADELPHIA, Penny. 0542 • ROCHESTER, Cal. 5548 • SAN FRANCISCO, Yu. 0331 • SEATTLE, Sen. 2340 • WASHINGTON, D.C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Purely PROGRAMS

HONORING service mothers with a series called *Navy Mother*, KXOK, St. Louis, is presenting a mother reading a letter from her enlisted son followed by a short monologue about a living hero and music from the KXOK studio orchestra with vocal talent from the naval training center. The entire series is written and produced by Lieut. Jim Douglas, former production manager at KMOX, same city. Each mother gets a corsage.

* * *

World War I

CHRONOLOGICAL review of World War I and local news highlights of 25 years ago make up *We Did It Before* presented by Scott Weakley on KROW, Oakland, Cal.

Password

HOUSEWIVES who can repeat the password given on the morning quarter-hour show of the Globe Brewing Co., Baltimore, for Arrow Beer on WBAL, Baltimore, win defense stamp awards if called during the two hour period immediately following the broadcast. Password is changed daily to be an Arrow Beer advertising slogan and an estimated 400 calls are made daily.

Mike Boners

USING the famous campaign words of Al Smith as program title, *Let's Look at the Record* of KOA, Denver, calls attention to announcers' bulls during the past week. Listeners are awarded theater tickets for bona fide discrepancies while erring announcers are obliged to contribute to the Navy Relief Fund.

* * *

Street Replacement

FINGER PRINTING and asking questions of interviewees by a representative of the local police and Jack Hubbard, program director of KROS, Clinton, Ia., is the replacement for the station's man-on-the-street program. Interspersed throughout the broadcasts are crime talks.

* * *

Last Week's Broadcasts

RADIO listening stimulant is the *Did You Hear?* program of KGVO, Missoula, Mont. Presented each Sunday night, questions about programs during the past week are asked. Listeners submitting accurate answers by mail are awarded defense savings stamps.

* * *

Ten Pin Topics

BOWLING news, interviews and latest scores from the mapleways constitute *Strikes And Spares* sponsored thrice weekly on WHK, Cleveland, by Bartunek Clothing Co. Broadcast is by Sam Levine, editor of the *Cleveland Kegler*, official bowling newspaper.

* * *

Low-Down On Bosses

SECRETARIES of well-known personalities tell about their bosses during the weekly quarter-hour *Ask My Secretary*, recently started on KMTR, Hollywood, under auspices of *Secretary* magazine. Carol Tuller interviews a different secretary each week.

* * *

Food Rumors

TO AVERT hoarding and to run down rumors of shortages of groceries, KILO, Grand Forks, N. D., has started *Victory Hints*, weekday morning 10-minute women's program. Suggestions on best use of more plentiful foods are included.

* * *

Hello, Mom

TELEPHONE calls between boys in the service and their families back home are arranged during the *Hello Soldier, Hello Sailor* series of WTCN, Minneapolis. Military and naval units cooperate in placing the calls.

FAR EAST WAR STRATEGY was reviewed by Bill Henry (right), *Los Angeles Times* columnist and commentator on the thrice-weekly quarter-hour *By the Way*, sponsored by American Chicle Co. (gum), on CBS Pacific Coast stations, as Harry Witt (left), network's Southern California sales manager, and Horton Mallinson, New York account executive of Badger, Browning & Hersey, ponder over the situation.

Why They Rise

TO TELL THE CONSUMER why prices are going up and how each individual can make helpful sacrifices, CBS is presenting the thrice-weekly *Victory Begins at Home* program, with Arthur Godfrey advising listeners with facts secured from the Government interspersed with his personal observations and informal songs.

* * *

Livestock Tips

SERIES of 15 broadcasts for the benefit of farmers interested in hogs, poultry and dairy cattle have been incorporated into the *Everybody's Farm Hour* of WLW, Cincinnati. Experts from Agricultural Colleges of Purdue, Ohio State, Universities of Kentucky and West Virginia discuss their respective fields.

* * *

Rumpus Returns

BACK to WTMJ, Milwaukee, after conducting West Coast shows, Johnnie Olson is again running *Rumpus Room*, 10:30 to midnight, Monday through Friday. *Rumpus Room* features interviews with fictitious guests, played by Olson plus visits from genuine celebrities.

* * *

KGW Talent

AFTERNOON program of KGW, Portland, Ore., brings the entire station staff to the microphone for the *Personality Hour*. Music by the house orchestra; solos from the tenor, pianist and organist; interesting items from *Behind the Headlines*, and other unheralded talents of the personnel are featured.

WDAY FARGO, N. D. 5000 WATTS - NBC

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

IN PHILADELPHIA

WFIL Win Friends Influence Listeners

SELL THROUGH WFIL

Congress, Press, Radio Object To Biddle's Secrecy Measure

Drastic Curbs Are Seen in Proposed Legislation With Indications That It May Be Clipped

URGING penalties of $5,000 or two years in jail for unauthorized persons who reveal secret or confidential information of Government agencies, legislation suggested by Attorney General Biddle and introduced in the Senate last week by Chairman Frederick Van Nuys (D-Ind.) has aroused a storm of protest from Congress, the radio industry and newspapers.

Viewed widely as a measure under which the press and radio would be subject to drastic curbs, and which would restrict even Congressional investigations and debates, the measure, it is felt, will undergo material change before being allowed to go further.

Controverted Section

The section of the bill drawing most protests states: "That whoever, without authority, shall wilfully and knowingly furnish, communicate, divulge, or publish to any person, in whole or in part, copies, or the contents, substance, purport, effect or meaning of any file, instrument letter memorandum, book, pamphlet, paper, document, manuscript, map, picture, plan, record, or other writing in the custody of the United States, or of any agency, officer, or employe thereof, declared to be secret or confidential by statute, or declared to be secret or confidential by any rule or regulation of any department or agency of the United States of which he has knowledge or which has been published in the Code of Federal Regulations, or in the *Federal Register*, shall be fined not more than $5,000 or imprisoned for not more than two years, or both."

Last Tuesday a special subcommittee of the Senate Judiciary Committee, headed by Sen. Austin (R-Vt.), began hearings on the bill which were continued throughout the week.

Indicating that reported "leaks" from many Government agencies of military value were behind the bill, Attorney General Biddle stated that one of the most common types of "leaks" was "the sale of information connected with war espionage." He suggested that the bill's criminal provisions might be made applicable only to members of the Government, but added that such a policy might be "unfair" by subjecting persons revealing information to penalties, while exempting persons publishing the information.

Testifying in opposition to the proposed bill, Albert W. Hamilton, representing the Socialist Party, said it "does neither Mr. Biddle, democracy as an ideal, or the President's 'Solemn Pact of Truth' much credit." Hamilton said that powers held by the Office of Censorship were sufficient to prevent release of vital information. He indicated that the bill in its present form would make impossible any constructive criticism of the Government.

Sen. Austin, following comment by Mr. Biddle that the voluntary censorship program "was beginning to work out very admirably" but emphasizing that it could not work without the cooperation of news media, stated, "In seeking to suppress information we must take great care that we don't destroy this tremendously important weapon in fighting this war to victory—which is information."

Attorney General Biddle denied the bill would be a curb on freedom of press and radio because Government secrets have never been available for publication.

Inspected by Agencies

Before going to Congress the measure went the rounds of Governmental departments and agencies, it is said, from which alleged "leaks" have appeared. Federal agency heads, it is further said, helped draft the bill in its present form.

The Office of Censorship has denied seeing the bill or having anything to do with its origin and the Justice Department has declaimed any attempt to set up censorship under the bill. The Justice Department, it was learned, has agreed that the measure be modified to some extent, the modifications to include insertions of protective definitions with regard to publishable information on Government activities.

Longines Renewal

LONGINES - WITTNAUER WATCH Co., New York, on March 8 for 52 weeks will renew its six evening time signals daily on WOR, New York, with a special "synchronization" setup with the programs succeeding the signal. The 6 p.m. announcement preceding the Uncle Don program will be directed at children; the 7 p.m. spot prior to Stan Lomax will specify Longines' accomplishments in the field of sports timing, and copy will be cued to the 9, 10 and 11 p.m. news broadcasts. Agency in charge is Arthur Rosenberg Co., New York.

DILIGENT WORKERS are these three scrub-uppers giving their domestic all under tutelage of Vera Nyman, president of Soil-Off Mfg. Co., Glendale, Cal. (cleaner), sponsoring a twice-weekly newscast on 6 CBS Pacific Coast stations. Under head of client service, applying heavy doses of elbow grease as well as sponsor's product to the kitchen floor, are (l to r) Jefferson K. Wood, account executive of Buchanan & Co., Los Angeles agency servicing the account; Bob Garred, Hollywood commentator on the program; R. C. Lockman, account executive for the network.

In the Groove! *Latest C. E. Hooper*

	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	48.3	24.0	6.4	9.4	11.2
	"B"	WCPO	"C"	"D"	"E"
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	48.3	28.5	8.1	8.3	5.7
	"B"	WCPO	"C"	"D"	"E"
EVENING INDEX SUN. THRU SAT. 6:00 - 10:30 P.M.	49.3	9.6	22.2	9.3	9.4
	"B"	WCPO	"C"	"D"	"E"
TOTAL INDEX 8:00 A.M. - 10:30 P.M.	48.8	17.3	15.7	9.0	8.6

. . . Lowest cost per listener . . . *By far* . . . than any Cincinnati station. *More listeners* than any Cincinnati station from 8 A.M. to 10:30 P.M. except one . . . More listeners than the COMBINED TOTAL of 3 other Cincinnati Stations for the 10-hour period 8 a.m. to 6 p.m. Source C. E. Hooper.

WCPO

Cincinnati's News Station
Affiliated with the Cincinnati Post

THE BRANHAM CO.

NEW YORK APPEALS DECISION ON WNYC

THE 6-to-1 proposed findings of facts and conclusions of the FCC against Mayor LaGuardia's quest for fulltime on 830 kc. for WNYC, New York City's municipal station [BROADCASTING, Feb. 16], will be appealed by the city station, which will ask for an oral argument before the Commission. This was disclosed in New York Feb. 25, following issuance by the Commission of the texts of the majority and minority opinions.

The Commission on Feb. 11 held the proposed full-time operation of WNYC on 830 kc. would cause interference to WCCO's secondary area and at the same time would not do an adequate job in the New York metropolitan area. The 830 kc. channel is now occupied as a clear channel at night by the CBS-owned Minneapolis station. Under the proposed ruling, WNYC must continue to sign off at 7:45 p.m. daily. Since the adoption of Eastern War Time, it has one hour more than formerly.

Commissioner George H. Payne was the sole dissenter, his minority report praising the "non-commercial" program service of WNYC and emphasizing its need for more night time for its educational, governmental, cultural and other public service features. The Commission's proposed findings were based entirely on technical considerations, but Mr. Payne declared he did not think "that the Commission should permit its own regulations to stand in the way of more efficient use of broadcast facilities."

Mr. Payne also insisted that WCCO would not be interferred with in Minneapolis or Minnesota, declaring "the service of WCCO to that community and that State is not impaired" but that "WCCO does interfere with WNYC in New York".

AGREEMENTS with KFYR, Bismarck, N. D., and KGCU, Mandan, N. D. have been drawn up by the International Brotherhood of Electrical Workers, it has been announced by local 1214 of the union. Under the agreement, KFYR will operate a union shop and KGCU a closed shop.

KNITTIN' AND PURLIN' steadily are these six lassies of the staff of WAVE, Louisville, who have taken it upon themselves to form their own little Red Cross unit. Since mid-January, the girls have spent the major portion of their lunch hours sewing and knitting, to the expressed gratification of WAVE Manager Nathan Lord. They are (l to r): Marie Ruffner, Kay Kohlhepp, Martha Bottom, Libbie Heafer, Mary Ellis and Mildred Blackwell. Manager Lord reports all staff members are buying Defense Bonds & Stamps each payday, under a voluntary purchase plan.

Radio Outlook Still Favorable

(Continued from page 12)

ours, as, for example, in the automotive, appliance and canning industries. Another applicable factor is the point that much of Canada's national spot billing came from United States advertisers, who were not seriously affected until this nation's all-out preparedness program became operative.

At this moment, however, almost identical lines in Canada and the United States are hard hit. These generally are in the field of durable consumer goods—products requiring raw materials needed for war production.

On the other hand, present evidence points to greater opportunities for the general field of basic commodities and optional goods—foods, drugs, clothing, cosmetics, etc.

Effect on Other Media

It may be noted that radio has never been a major advertising medium for durable goods. Outdoor advertising, national magazines and newspapers will feel the effects of advertising curtailment in this field more seriously than will radio. Radio has always derived its principal revenue from low-cost basic and optional products, and thus is in a relatively better position than competitive media.

This is at variance with an opinion expressed Jan. 24 in *Editor & Publisher*, which takes an optimistic view on the maintenance (and even predicts an increase) in newspaper lineage, but predicts a drop for radio. However, *Editor & Publisher* points only to the automotive and soft drinks industries as its example.

Automotive advertising has never been a major source of radio revenue. For example, during May of 1941, a peak month for automotive advertising, 8% of all radio programs and 9% of total radio announcements were automotive (according to the NAB's *Broadcast Advertising Record*) and, despite priorities, radio of course will not lose all of this, retaining much of its billing from gasoline and oil accounts, garages and service stations etc. Passenger car advertising has been only a fraction of the automotive total.

Soft drinks are hit by sugar rationing, with production cut about 35% under last year's all-time high. Up to Jan. 27, however, the heads of major companies indicated there would be no substantial reduction in advertising, except in the case of a few newly-marketed products (such as Spur), some of which will be withdrawn. The net result expected is that these companies, instead of materially increasing their advertising appropriations over last year, as they had planned, will probably continue at about the 1941 level.

Looking Into the Future

Industrial advertising, never an important factor in radio volume, will be cut but not eliminated. The Aluminum Co. of America, for example, announces it will spend almost as much as it did in 1941 and prior years, even though the company now has nothing to sell. Its theme is "Imagineering for the Future". Only a few industrial cancellations in radio have been noted, and Paul West, president of the Assn. of National Advertisers (who recently surveyed the ANA membership) does not foresee any major defections.

Many Increasing

This agrees with a survey by the National Industrial Advertisers Assn. which states "a great majority of industrial companies have been maintaining and in many cases increasing their advertising efforts despite the armament program and the seller's market. The greatest increase has taken place among medium-sized companies, indicating that American business men are already planning for the post-war period. Though their plants are loaded with orders, many are extending their advertising effort to retain customer goodwill and insure continued product acceptance."

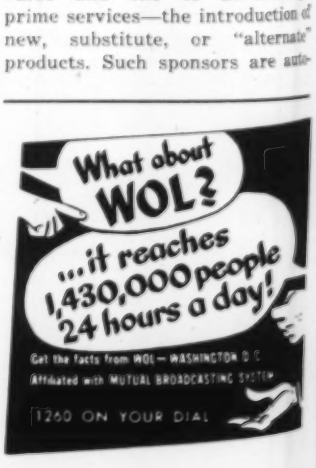
A note of caution on this point, however, should be injected. The record in Canada shows that despite many optimistic statements by industrial advertisers, media revenue from this source was not maintained at its previous level during the first war year. But this was followed by increased advertising activity the second year, inspired in large measure by distributors and dealers who insisted on the maintenance of brand identification and consumer goodwill in preparation for the post-war day when they again would be in a competitive market. Without this distributor and dealer pressure, it is likely that the industrial advertising curve would have continued downward.

Alternate Products

Although national spot billing may show a slight decrease, for the reasons already given, there is also a bright side to the picture. Some manufacturers, hard hit by rationing or priorities, will introduce new products. The major soup companies, for example, have been rushing plans for the introduction of dehydrated soups, now that tinplate supplies have been cut.

Such activity, noted in many fields, points up radio's unique value and one of advertising's prime services—the introduction of new, substitute, or "alternate" products. Such sponsors are auto-

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK


What about WOL?
...it reaches 1,430,000 people 24 hours a day!
Get the facts from WOL—WASHINGTON D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

matically changed from the "competitive" or "retentive" to the "pioneering" stage of advertising, and in this stage advertising expenditures have traditionally been substantial. Whether this conversion will offset total probable losses, however, is a moot question.

Local Most Promising

At this writing, the local field seems most promising. Canada and Australia reported increases of approximately 25% in local revenue during the first half of 1941. Retail sales were similarly higher than for the previous year. Government figures for the period January-April 1941 show these increases in Canadian retail sales:

	Percent
Men's Clothing	25.8
Shoes	25.3
Candy	22.8
Radio-Electrical	22.1
Variety	22.1
Women's Clothing	20.9
Hardware	20.4
Furniture	16.5
Drugs	14.3
Grocery	10.8

Local advertising budgets, customarily based on sales volume, have been correspondingly increased.

Department store executives at the mid-January NRDGA convention in New York discussed advertising budgets with this consensus: "Price" stores will probably spend more for advertising in 1942 (the Pizitz Department Store of Birmingham estimates a 25% to 35% increase), while more conservative stores may spend slightly less, although Woodward & Lothrop of Washington in this category have announced an increased budget. Specialty shops and other retailers have traditionally followed the department store lead.

Australian Boom

Local radio enjoyed a boom in Australia during 1941, due partly to the paper shortage (which has not yet become a controlling factor here). Theatrical advertising for the first time became an important source of radio revenue, for that reason. If the threatened paper shortage in the United States develops, "rationing" of space in publications (as in England) and increased costs in direct-by-mail will find more sponsors turning to radio.

Rural delivery of newspapers will also be curtailed by the rationing of delivery cars and tires. Some local advertisers, such as department stores, furniture stores, etc., who might otherwise seek a solution to their problem in an expansion of mail-order catalogs and direct-by-mail advertising, will be more susceptible to radio's potent sales story.

From experiences and opinions now available, the adjoining table has been prepared as a general guide for the predictable future. Sales departments, however, are advised to watch national developments closely and to revise these lists as changes occur.

OUTLOOK FOR RADIO ADVERTISING

Favorable Outlook

Agriculture—cattle foods, seeds, nurseries, livestock.
Amusements
Bakeries
Boots and Shoes
Clothing Stores
Cleaners-Dyers-Laundries
Cosmetics (See Item 1)
Dairies
Department & Dry Goods Stores
Drugs & Drug Stores
Educational
Farm-Orchards Produce
Financial
Florists-Nurseries
Food Products
Garages, Repair Services (uncertain)
General Stores
Grocery & Food Stores
Hotels, Restaurants, Resorts
Insurance
Jewelers (See Item 2)
Medicals and Proprietaries
Merchandise Chains
Professional Services
Public Utilities (uncertain)
Publications
Sporting Goods (uncertain)
Soaps, Toilet Goods, Beauty Shops
Tobacco Products
Tourist Attractions
Transportation: Rail, Bus (uncertain)
New Products
New Uses for Old Products

Unfavorable Outlook

Automotive—new passenger cars, trucks; accessories, tires & tubes, tractors, aviation
Beverages (See Item 3)
Building Materials, Supplies
Confectioneries (See Item 4)
Contractors
Farm Machinery
Furniture, Home Furnishings:
  Floor Coverings
  Curtains & Drapes
Gasoline and Oil (uncertain)
Heating, Plumbing
Home Appliances:
  Refrigerators
  Washing Machines
  Ranges
  Oil Burners
Industrial
Office Equipment
Radio Receivers
Real Estate
The general field of "Durable consumer goods"

ITEM 1: Cosmetic manufacturers face curtailment of packaging materials and certain raw materials, but substitutes are being developed so rapidly that serious shortages are not expected.

ITEM 2: Jewelers also face a shortage of some materials, but present supplies are deemed adequate for some time and certain manufacturers do not expect to be affected. Bulova Watch Co., present largest U. S. national spot advertiser, has announced a $250,000 increase for 1942. Benrus and Ingersoll are among others announcing increases. Furthermore, the jewelry industry long ago adjusted itself to major wartime changes, developing other sources of supply to replace imported materials that became unavailable with the war's outbreak.

ITEM 3: Soft drinks are affected by sugar rationing, but malt beverages have a decidedly favorable outlook. Brewers anticipate a banner year.

ITEM 4: Sugar rationing, again.

Comments of qualified observers support the tables, and are detailed in the complete NAB study, available to member stations. But these observers properly emphasize that any such tabulation is meant to cover the radio industry as a whole, and the national picture in general. Local and regional adaptations are essential in the light of special factors prevailing in any given area.

Possible Blackouts

Thus, if Pacific and Eastern coastal stations have to be silenced frequently by the Interceptor Command, radio revenue there will be affected. If 100,000 workers are temporarily unemployed pending conversion of industry to wartime production, as in Detroit, the market picture changes. Or if 200,000 workers are added to payrolls in defense centers, as in Washington, again a national tabulation would be out of balance.

In other words, despite all the road-maps that may be devised on the basis of experience elsewhere or on a study of national factors, each American commercial station is charged with the continuing responsibility to remain *alert and analytical.*

The immediate radio outlook is far from discouraging. On the contrary, it is hopeful, and challenging. On the pioneering ingenuity and adaptability of American radio management will the future of this vital, free industry depend.

"Dear Lord, teach me the way WFDF Flint Michigan appeals to so many."

Bibletone Tries Radio

AS ITS FIRST radio venture, Bibletone, New York, recording firm subsidiary to Fidelity Sampling & Distributing Service, is testing 12 periods on WWRL, New York, using recorded Bible psalms titled "Biblegems" against a background of organ music. Commercials offer home recordings of the psalms for $1 per 10-inch disc. Agency is Edward L. Wertheim Adv. Agency, New York.

Price and Fly on Panel

BYRON PRICE, Director of Censorship, and FCC Chairman James Lawrence Fly, will be members of a panel on "Free Speech and Censorship for the *American Forum of the Air*, to be broadcast from Washington Sunday evening, March 8, over Mutual. Other participants in the debate, under the direction of Theodore Granik, will be Roy Larsen, president of Time Inc.; Raymond Gram Swing, Mutual commentator; Dwight Marvin, editor of the *Troy* (N. Y.) *Record*.

New!
SUPER
SOUND
EFFECTS
New EFFECT RECORDS, NEVER BEFORE RELEASED!
New NUMBERING OF RECORDS AND RELATED GROUPING!
New CATALOG CONTAINING COMPLETE CROSS INDEX!
Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings.
Standard Radio
New York Chicago Hollywood

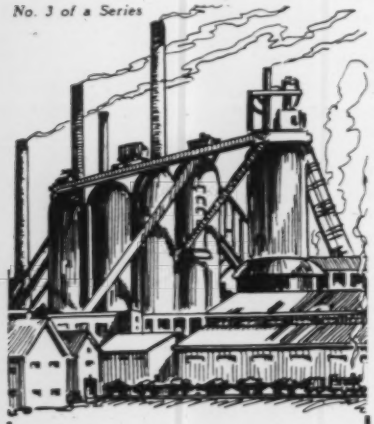
TIME SOLD ON CBS REVEALS INCREASE

DESPITE the war and priority situation, CBS has sold 5¾ hours of new time, a net increase over cancellations of 1¾ hours since Jan. 1, 1942.

Of this total, 2½ hours have been sold to new CBS clients; 1¾ hours to sponsors returning to CBS, while sponsors already on the network have brought 1½ hours additional.

New clients are Celanese Corp. of America, General Electric Co., and United Fruit Co. Quaker Oats Co., and B. T. Babbitt Co. have returned to CBS after several years' absence. Increased time has been scheduled in the period since the first of the year by Wm. Wrigley Jr. Co., and Procter & Gamble Co.

No. 3 of a Series



Nova Scotia Has Canada's Largest Steel Industry

PERHAPS the outstanding field for expansion in Nova Scotia is for export industries based on mineral products. Most of the essentials for their profitable development are available in or near the Province. Here, for instance, is located Canada's greatest steel industry, with an annual output of 600,000 tons of steel.

Nova Scotia also has Canada's largest coal production, raising over 7,000,000 tons in 1940. In addition there are 52 distinct gypsiferous areas covering 627 square miles and exporting 1,365,460 tons in 1940, mainly in crude form. Nova Scotia's deposits of strategic minerals such as manganese, tungsten, antimony and molybdenum are also noteworthy.

Electric power is abundant. Labour is versatile and mainly British stock. Investigate!

NOVA SCOTIA
Radio Broadcasting Station

CHNS

HALIFAX, NOVA SCOTIA
CANADA

U.S.A. Rep.: Joe Weed & Co.—New York City

British Drive

(Continued from page 12)

Navy campaign, has also bought some advertising space."

While the article in the Commerce Dept. organ was admittedly based on recent reports on British war advertising, which have noted that the British Government now accounts for approximately 17% of all advertising expenditures in England, it was learned upon inquiry by BROADCASTING at the Department of Commerce, that its conclusions were purely the "personal opinion" of its author. The article was not signed, but it was divulged that its author was John H. Morse, chief of the Division of Commercial & Economic Information of the Bureau of Foreign & Domestic Commerce. Mr. Morse formerly was an executive of Buchen Co., Chicago agency.

Mr. Morse observed that if a similar proportion of last year's advertising budget in the United States, placed entirely by private enterprise, was made available by the United States Government, it "would mean a fund of approximately $340,000,000 for advertising essential war needs."

His article states that his information was derived from direct reports to the Dept. of Commerce, from the British war advertising exhibit of the J. Walter Thompson Co., and from the book *Modern Publicity in War*, published by Studio Publications, of London and New York. All of the British Government advertising referred to was in non-radio media since England does not have commercial broadcasting.

England's Tactics

This is how Mr. Morse summarizes the British government campaign:

"Empire war aims were handled as a separate, distinct campaign, through every possible medium. The National Savings Campaign was carried on by a National Savings Committee, using every angle of publicity and advertising. Leadership, not dictatorship, was used to float loans of tremendous size. This National Savings Committee was a special department of the Ministry of Information.

"The Food Campaign was conducted by the Ministry of Food; a Road Safety Campaign during blackouts was directed by the Ministry of Transport; a campaign on use of the mails, by the General Post Office; a Fuel Campaign, by the Mines Department of the Board of Trade; a Salvage Campaign, by the Ministry of Supply. At the same time, the Ministry of Agriculture and Fisheries ran a steady stream of appeals on plowing by day and night—on gardening.

Audiences Picked

"The Ministry of Health & Home Security directed its advertisements at the problems, and their solutions, of home owners; the Ministry of Supply asked for binoculars, iron and steel scrap. The RAF advertised for recruits through the Air Ministry Information Bureau; while the Ministry of Health asked country folk to look after evacuated children.

"The Ministry of Food paid for space to ask housewives to read and use the wartime cookery features appearing in newspapers and magazines, to listen to broadcasts about buying, preparing, and cooking food, to attend local demonstrations of cookery and meal planning."

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

NEW EXECUTIVE STAFF of the Blue Network in San Francisco gather around William Ryan (seated), manager of KGO, the Blue's Bay Area outlet, to discuss new projects. They are (l to r): Joan Peterson, chief auditor; Bob Dwan, program director; T. B. Palmer, chief engineer, and Gil Paltridge, manager of sales promotion and publicity.

Santa at Last

SANTA was willing but his gift bag was late. Early last October listeners of *Looie's Time Klock Klub*, over KIRO, Seattle, shipped over a ton of gifts to their London Santa, Ken Stofer, peacetime resident of Victoria, B. C., and now in the RAF. But it was the middle of February before Santa Stofer received the clothing and toys scheduled for Christmas delivery.

HILLMAN OFFERED LOCALLY BY BLUE

SECOND series of commentaries to be offered to Blue Network affiliates for local sponsorship has been set up by the Blue to start March 16, Monday through Friday, 7:30-7:45 p.m. Featured will be William Hillman, currently on leave as European editor of *Collier's Magazine* to serve on the Board of Economic Warfare in Washington, and Ernest K. Lindley, columnist and chief of the Washington bureau of *Newsweek*.

Along the lines of the former NBC Hillman-Clapper series, the new program will have Hillman covering news abroad and Lindley news at home.

First Washington commentary series to be offered by the Blue on a participating basis, *Baukhage Talking* has been available for local sponsorship since Feb. 16 and now lists a total of 12 sponsors. Featuring H. R. Baukhage, noted Washington correspondent, the series is heard five times weekly at 1 p.m.

WRRF Ready to Start; Frank Is Named Manager

EXPECTING to go on the air this week, the new WRRF, Washington, N. C., has announced the naming of B. W. Frank, minority stockholder and formerly assistant manager of WEED, Rocky Mount, N. C., as manager of the regional. Bob Wallace, previously of WOLS, Florence, S. C., will be chief engineer. A Wincharger tower has been erected and a Gates transmitter is being installed. AP news service and NBC Thesaurus music library will be used.

Construction permit for WRRF was granted Dec. 3, 1941, to Tar Heel Broadcasting System, Inc., for 1,000 watts on 930 kc. Principals are W. R. Roberson Sr., president of the local Dr. Pepper bottling company, president, 51% stockholder; Mr. Frank, vice-president, 24.5%; W. R. Roberson Jr., secretary-treasurer, 24.5%.

Studio Notes

ETWORK rate increases for FAA-WBAP, Dallas-Fort Worth, me-sharing 50,000-watt stations, ve been announced for April 1 by C. Witmer, NBC vice-president in arge of sales. Evening hour rate ll be raised from $440 to $480, with ular advertisers using those sta- ns receiving regular rate protection vided there is no lapse in service, not beyond March 31, 1943. All business accepted prior to April 1942, will come under the old rate. cut-in rate for WBAP will be per evening hour; $20 daytime; for Sunday afternoon. NBC has contractual cut-in agreement with FAA.

RTHERN BROADCASTING Co. its first annual sales meeting Feb. 15 with station managers and mem- s of the commercial departments ering at CKGB, Timmins. Jack Cooke, general manager of the adcast division of Northern Broad- ting & Publishing Ltd., presided over two-day session, atended by Mur- Morrison, Ted Morrow, Roy Hol- tter and Dave Price, CKGB, Tim- s; Jack Davidson, El Jones, Al gerson and Julian Garson, CJKL, kland Lake; Cliff Pickrem and Hal oke, CFCH, North Bay; Jean geault and Harold Burley, CKRN, ury, Que., and Dan Carr, CKVD, al D'or, Que.

SB, Atlanta, has installed a new dio control room complete with a stern Electric control console and RCA turntables fitted with WE producing groups. The station's main dio was enlarged.

OLLEGE CREDIT is being given to mira College students enrolled in a dio communications course offered WENY, Elmira, N. Y. Designed give the student a working knowl- ge of broadcasting with emphasis on place in the war effort, the course conducted by Dale Taylor, station nager.

FIBA, Madison, Wis., on Feb. 14 reased its night power from 1,000 5,000 watts and dedicated a new nsmitter plant housed in a stream- ed brick building with glass brick nt entrance. E. C. Allen is general nager and Norman H. Hahn is chief gineer.

ELECTED the "outstanding family ogram" in the first award of its kind en by *Baby Talk* Magazine, the *ildren's Hour*, heard Sundays on EAF, New York, featured on its b. 22nd program the presentation the Scroll of Honor to Frank Har- rt, vice-president of Horn & Har- rt, New York, sponsor.

Governor's Studio

TO BE USED for emergency broadcasts or addresses that cannot be conveniently given in downtown studios, WPTF, Raleigh, N. C., is maintaining an auxiliary studio in the residence of Gov. Melville Broughton. Located in his den and equipped with proper acoustic background, microphone and permanent lines, the studio will be used for the duration.

20,000 Accepted for Technician Course, First Unit in Plan to Train 200,000

ACCEPTANCE of 20,000 applicants to form the first unit of the Radio Technicians Training Program marks a major step in the campaign launched by the NAB, cooperating through the Division of Engineering Science, Management Defense Training of the U. S. Office of Education to train 200,000 radio operators for the war effort.

Statistics revealed at a meeting of military, educational and NAB officials in Washington Feb. 17 show that courses for 12,700 have already been approved with courses for 6,000 eligible applicants being processed. The remainder of the 20,000 eligibles are included in proposals from universities and colleges not yet tabulated.

The meeting last Tuesday, held in the offices of Lieut. Col. N. A. Burnell II, Director of Defense Training, Federal Security Agency, included Dean Addrey A. Potter, Purdue U, chairman of National Advisory Committee, Engineering, Science & Management Defense Training, U. S. Office of Education; Dean R. A. Seaton, director, ESMDT; Neville Miller, NAB president; Lynne Smeby, engineering director, NAB; and Arthur Stringer, NAB Washington headquarters staff.

Shortage Foreseen

As early as last July the shortage in radio manpower was foreseen, indicated by NAB action at that time in approving the promotion of technician training courses. Need for radiomen is currently emphasized in the folio of spot announcements released by the Army for the week of Feb. 16. Four of six announcements called for radiomen. Two of the Navy's Feb. 16 announcements called for amateur radio licensees and radio repair workers.

There is great need in the armed forces, it is said, for trained radio men in such units as amphibian tanks, land tanks, motorcycle divisions and in the artillery. In the latter, it is reported, men acquainted with tube construction and radio circuits are needed for gunfire guidance. Need for technicians in aviation is, of course, greatly emphasized. Approximately 80% of the trainees will be needed for maintenance, it is believed.

The importance of communications in the war has been indicated in the Feb. 13 actions of the War Productions Board ordering receiver manufacturers to convert their plants to war work within the next four months and more recent indications that the transmitter and tube manufacturers will soon be withheld to manufacturing for the armed forces.

A. J. Fletcher, of WRAL, Raleigh, N. C., member-in-charge of radio training of the NAB National Defense Committee, has called on all stations to get solidly behind the training drive.

Funds Exhausted

The response of applicants for the training courses offered by ESMDT has far exceeded the available funds for training, it was explained in a recent letter by Mr. Fletcher, and he has asked that broadcasters discontinue for the present, previously requested broadcast of announcements of the campaign [BROADCASTING, Jan. 26]. The letter was mailed to broadcasters at the request of Dean Seaton who stated that "unfortunately funds are insufficient to take care of all who have applied" but that every effort was being made to extend training.

Urge Engineers Help

With more than $2,000,000,000 in radio equipment expected to be used in the war by the United States and with some of the equipment never before in production, trainees under the program, it was indicated, should have some knowledge of the fundamentals of radio work.

Station technicians will probably comprise the greatest pool of radio teaching talent in the nation, it was said at the meeting, since the armed forces are drafting an increasing number of men from the engineering faculties of universities, colleges and schools. It was also pointed out that there has been a great drain on the field of amateur operators, making a greater scarcity of available teaching talent for the program. However, it was said, by continuing the teaching job in their own communities under the supervision of educators, the broadcast engineering staffs can continue to give double service. It was urged at the Feb. 17 meeting that engineers give every available bit of time to the program.

Arabic on CBS

TWELFTH language to be added to the CBS foreign service is Arabic, with Dr. Clement Dorra, Egyptian physician and publicist, added to the shortwave staff to handle a five-times weekly quarter-hour series for the Far East on the CBS international station, WCBX.

FTC Stipulations

E. R. SQUIBB, New York, and Geyer, Cornell & Newell, New York agency, have stipulated with the FTC to cease certain claims for Squibb dental cream and tooth powder. FTC has reached a stipulation with Battle Creek Drugs, Battle Creek, Mich., and Consolidated Royal Chemical Co., Chicago, regarding claims made for *BonKora*, weight-reducing agent.

"BE THERE ON TIME,"

advises Suzy our Steno. "*While the customer is making a selection,* WSAI display cards tie-in your product with your program, serving as timely reminders that make extra sales. The cards are available imprinted with your product name, program title, time, etc., as another of WSAI's merchandising features which carry the WSAI-dentification of your product from broadcast to actual sale."

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAI DENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

KOMA 5000 Watts

OKLAHOMA CITY'S CBS station

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Pierce Is Named Liaison For NBC Pacific Group

WITH GROWING importance in relationship between NBC and affiliated stations, Jennings Pierce has been appointed western division station relation manager, a new post. Appointment was announced by Sidney Strotz, western division vice - president, who stated that, "In these days of international crisis, there is a greater need for closer understanding between networks and stations, not only to aid in national defense, but to maintain and even to improve business conditions."

Mr. Pierce

Continuing also as director of public service programs, with Hollywood as headquarters, Pierce in his new capacity will act as liaison between NBC and western division Red Network stations.

Vital Role of Radio Industry in War Is Reviewed in RCA's Report for 1941

ENORMITY of radio's job of equipping the United States and allies for swift communication and the vital role of broadcasting are graphically told in the annual report of RCA covering 1941. Radio is described as "a strong protective arm in modern warfare; a lifeline of the Army, Navy and Air Corps. The report was made public Feb. 27 by James G. Harbord, RCA chairman, and David Sarnoff, president.

"Use of radio in the war is widespread," says the report, "for it is the nerve system, the air and the voice that enable the units of modern war to move intelligently and quickly in the right direction to the target—to outwit the enemy. Sky armadas are guided by radio and may fly blind on invisible beams. Fleets are maneuvered by radio. The modern army travels on wheels, gasoline and oil, but it is directed by radio.

Mobile Equipment

"There is little time in lightning warfare to string wires or erect poles. That has multiplied radio's responsibility. The mobile radio station has become of great importance. Stations may be put aboard trucks and moved back should the enemy approach, and wave-lengths cannot be severed by the heaviest bombardment. Radio recognizes no frontiers or battle areas. It leaps them all to deliver its messages and news.

"American radio is the voice of freedom. Shortwave beams from these shores carry facts to invaded lands and bring new hope to people oppressed. At the same time shortwave broadcasts cultivate good-will among friendly nations. Enemy propaganda aimed to destroy America's friendships is being counteracted.

"Behind this world-wide activity and tremendous manufacturing effort are science and research, intent upon increasing the efficiency of radio and finding new instruments to speed the way toward victorious conclusion of the war. At the same time broadcasting is keeping the American people informed; it is helping in the mass effort to win. Radio's international circuits link the United Nations, and along these wavelengths rush the invisible dispatch runners of modern warfare.

"With thousands of planes and tanks being built, with thousands of new army units going into the field and with hundreds of new ships going to sea, the radio industry has a gigantic task of equipping them for communication."

RCA gross income increased 31% from 1940 to 1941—$121,439,507 to $158,695,722—according to the annual report. Net profit increased 12%—$9,113,155 to $10,192,716. During the 10 years from 1932 to 1941, RCA's gross increased from $67,361,143 to $158,695,722.

Though concentrating on the war task, the report says, the company is mindful of its responsibilities in the post-war period when the wartime developments of science will be turned to service of peace.

The report told of the part played by broadcasting in helping to rally the nation from an unlimited emergency to a wartime basis. "Through its war coverage in keeping the American people informed," says the report, "radio's news service is rated as important as its entertainment. NBC—a service of RCA—has strengthened its powerful shortwave transmitters at Bound Brook, N. J., to such an extent that reports from listeners in invaded countries reveal that American radio as 'the voice of freedom' is widely heard despite totalitarian restrictions."

As a bulwark of national defense and offense, it is stated, the new RCA Laboratories at Princeton will be occupied in 1942. The laboratories are described as the foremost center of radio and electronic research in the world.

BIG NEW 1942
RADIO OUTLINE
MAP FOR SALE
NOW

GET YOUR SUPPLY TODAY

. . . of this useful, up-to-date radio map. Corrected to include all radio stations granted up to January 1, 1942

ONLY 25c per MAP

20c each in quantities of 50 or more

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

WWJ Baseball Sponsors

TY TYSON, veteran sportscaster of WWJ, Detroit, who has broadcast the Detroit Tigers' games over that station since 1927, again will handle the assignment this season under joint sponsorship of Socony Vacuum Oil Co. and General Mills. The opening home game is scheduled for April 14, and the contract also calls for reconstruction reports of all out-of-town Tiger games. Sponsorship contracts were signed this week by Harry Bannister, manager of WWJ, and Howard Coffin, general manager of the Motor Division of Socony.

FCC Probes Idle In House, Senate

Rules Committee Postpones Hearings on Cox Bill

RELEGATED further into the background by reported administrative and agency pressure, pending legislation aimed at investigation and reorganization of the FCC last week was at a standstill.

With the House Interstate & Foreign Commerce Committee holding no meetings last week, the Sanders Bill, proposed by Rep. Sanders (D-La.) saw no action and indications are that the bill will receive no hearing in the immediate future because of more pressing matters to be considered by the committee.

The White Bill and White Resolution, proposed by Sen. White (R-Me.), have been lying dormant since last June and in view of House inactivity it is not felt that there will be any revival of these measures.

Cox Measure Deferred

The Cox Resolution, proposed by Rep. Cox (D-Ga.), which was slated for hearing before the House Rules Committee last week, has again been postponed. Illness of Rep. Sabath (D-Ill.), has been given as a possible reason for the postponement of the hearings. In Congressional circles it was also suggested that the absence of FCC Chairman James Lawrence Fly, who was vacationing in Florida, may have impeded committee action. Upon return of Rep. Sabath and Chairman Fly, it was suggested, committee hearings on the Cox Resolution may be taken up within the near future.

Industry circles have also entered the FCC legislative picture. Taking the position that "this is no time to start rocking the boat," a four-man committee comprising Frank Russell, NBC Washington vice-president; Neville Miller, NAB president; Harry Butcher, CBS Washington vice-president and John Shepard 3d, of Yankee Network, president and chairman of the Broadcasters Victory Council, last week conferred with Chairman Lea of the House Interstate & Foreign Commerce Committee, going on record as "feeling that the broadcast industry would prefer no hearings on legislation or amendments to the Communications Act to be considered by Congress at the present time."

It was strongly contended that whatever legislation might be put through Congress under wartime conditions might turn out to be extremely harmful when peace returns. Recently the executive committee of the NAB and the board of directors of the NAI voted their disapproval of any new broadcast legislation. The networks and the BVC have concurred in this stand.

Meet the LADIES

EVELYN COURTNEY

FORMERLY school news commentator with KXOK in St. Louis, Evelyn Courtney is conducting a *One Woman's World* series on WKZO, Kalamazoo, which is finding wide appeal among women listeners of Western Michigan. Mrs. Courtney obtained her A.B. and M.A. degrees at Washington U where she was elected to Phi Beta Kappa and to three other national honorary societies, Eta Sigma Phi, Phi Sigma Iota, Kappa Delta Pi. Before entering radio Mrs. Courtney was head of the English department of a St. Louis County high school and wrote weighty articles for educational journals. She broadcasts for WKZO from her home. When the telephone rings or guests drop in during the broadcast, Mrs Courtney often gets unexpected talent.

Plane Series Ends

SPOT CAMPAIGN, launched as a test for the week Feb. 16-22 in 37 cities by Air Transport Assn. of America, was cancelled after three days, it is understood, the Assn. having indicated to Erwin, Wasey & Co., New York, agency in charge, that its purpose had been accomplished. Reason given for the test of one-minute transcribed announcements and 15-second chain breaks. [BROADCASTING, Feb. 23] was to inform prospective plane travelers that all accommodations were not reserved for Government officials.

ARP Video School

NEW YORK television facilities have been utilized for civilian defense and first aid training, with NBC's WNBT last week inaugurating a video school for air raid wardens while CBS on Feb. 27 presented a Red Cross film on WCBW. The WNBT series consists of individual air raid warden lessons in dramatic form. Receivers have been set up in police stations by manufacturers and attendance to the television instruction by volunteer wardens merits a five-hour attendance credit. The Red Cross film on WCBW was based on the organization's first-aid textbook with instruction in that work.

Treasury Honors Stations

STATIONS throughout the country were recipients last week of special citations from the Treasury "for distinguished services rendered on behalf of the National Defense Savings Program." The citations, dated Feb. 20, are signed by Secretary of the Treasury Morgenthau. Similar citations are being sent to the many national network sponsors of radio programs, who have cooperated in giving radio time during the last ten months to the Defense Bond and Stamp campaign.

RIGGIO TOBACCO Corp., New York, through the agency, M. H. Hackett Inc., New York, has placed on WGN, Chicago, late evening quarter-hour newscast four times a week in the interest of Regent cigarettes.

WALL Plans May Debut; Establishes Local Policy

FOLLOWING the policy set forth in applying to the FCC for its construction permit, which was influential in gaining an ultimate favorable decision, the new WALL, Middletown, N. Y., has announced selection of 21 local persons to arrange and supervise programs of local interest. According to Robert E. Lee, co-director of the program department, WALL will go on the air about May 15.

Martin Karig Jr., general manager and chief engineer, with his parents, his brother, Alwyn, and Mr. Lee hold all the stock in the station. Mr. Karig at one time was an engineer of WOR, New York.

James Abel has been named commercial manager and Stan Kramer from WOR and WCAP, Asbury Park, N. J., is to be special events announcer. Fred Germain with Mr. Lee will head the program department. Equipment includes Gates transmitter and speech input, Wincharger tower, Amperite and Shure microphones and RCA turntables.

Construction permit was issued last Dec. 26 to the Community Broadcasting Co. for 250 watts full-time on 1340 kc., after the grant had been proposed earlier in the month in preference to a rival application.

MORE COVERAGE per DOLLAR in the TRI-CITY MARKET

WTRY

TROY, N. Y.

1000W 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

In CANADA — It's the 'All-Canada' Stations

CAST FOR SALES where they are!

Sales are running in Western Canada . . . capacity demands on her vast resources of Timber, Fish, Minerals, Oil, Wheat, Fruit and Cattle are yielding money to buy *your* goods. The ears of Western listeners are tuned in *by preference* to the 'All-Canada' stations — spotted to blanket the key market centres from Winnipeg to Victoria. Cast your sales message over this line of stations and feel the welcome pull of SALES.

Ask your agency or All-Canada representative for details and costs

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton	CJCA	Manitoba	
Victoria	CJVI	Grande Prairie	CFGP	Winnipeg	CJRC
Trail	CJAT	Lethbridge	CJOC		
Kelowna	CKOV	Saskatchewan			
Vancouver	CKWX	Moose Jaw	CHAB		
Kamloops	CFJC	Prince Albert	CKBI		
Alberta		Regina	CKCK		
Calgary	CFAC				

ALL CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

PAUL H. RAYMER CO., Rep.

W
WING
Z
E

Join in selling Dayton & Springfield, Ohio, etc. . . . where more than a million consumers live, earn & buy.

WCAR

We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!

GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS
CHICAGO • NEW YORK

HIT PARADE
Here We Come!

"Memory of This Dance"
"A Little Bell Rang"
"They Started Something"

BROADCAST MUSIC, Inc.
580 Fifth Ave. • N. Y. C.

CRYSTALS by
HIPOWER
The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

Los Angeles, Seattle Shortwave Outlets To Serve the Orient Proposed by Dumm

PROPOSING to erect two more international shortwave transmitters for the purpose of serving the Far East, Wesley I. Dumm, president of Associated Broadcasters, Inc., owner of KSFO, San Francisco, and controlling stockholder in KROW, Oakland, applied to the FCC last week for new 50,000-watt outlets in Los Angeles and Seattle.

Mr. Dumm last December secured a construction permit for the erection of a 100,000-watt shortwave station near San Francisco, which is now nearing completion and which wll bear the call letters KWID [BROADCASTING, Dec. 22, 1941]. Unable to acquire a transmitter on quick order, one was secured for him for a reported $150,000 through the Office of the Coordinator of Information (Donovan Committee) which purchased the equipment of General Electric's WGEO, Schenectady, with Mr. Dumm agreeing to reimburse the COI.

He is reportedly spending $250,000 on the San Francisco shortwave installation, which will be operated from the same studios as KSFO. Plans to have KWID in operation by March 1 have met construction difficulties, but the station will shortly be on the air and will be partially programmed through the COI, which is developing an extensive news and program structure [BROADCASTING, Feb. 23]. To supervise the KWID installation, GE has sent O. F. Walker, engineer, to San Francisco.

Mr. Dumm's applications to the FCC, which are expected to have the blessing of the DCB and thus enable him to obtain priorities on equipment, do not specify the frequencies desired, indicating that they should be selected by FCC engineers from those still available. The applications state that no transmitter sites have been chosen as yet, but that Associated is prepared to spend $352,000 on each of the two outlets.

It is proposed that the Los Angeles station shall be known as KPFL and the one in Seattle as KSEA. Neither would have a standard broadcast station affiliation since Mr. Dumm's only broadcast holdings are in the San Francisco Bay area. However, he maintains his residence in Pasadena, just outside Los Angeles.

Shortwave Plan

(Continued from page 16)

under which the broadcasters would lease their time to the Government for 16 hours a day, from midnight to 4 p.m., would place all programming during those hours under the direct supervision of the Donovan Committee, which would write and produce the broadcasts for all parts of the World other than the Western Hemisphere. Presumably the other hours would be similarly leased for operation by the Rockefeller Committee in broadcasting to Latin America, although it was reported that only the 16 hours was discussed in the Donovan plan.

Payment a Problem

The matter of payment was also vague, with no decision as to whether each station operator should receive an arbitrary amount based on its power or be reimbursed two-thirds of its actual operating expenses to cover the Government's use of 16 of its 24 hours of daily operation.

The Rockefeller Committee proposal is said to embody the formation of a single operating company, owned either by the Government or by the shortwave broadcasters in combination, which would control all shortwave broadcasts from this country as a monopoly, functioning in somewhat the same way as the BBC does in England.

The Donovan Committee favors the broadcasting of out-and-out Government - prepared programs, which it already is furnishing the stations.

In refusing to give its united endorsement to any of the suggested plans, the broadcasters' meeting is said to have requested the Government to make a definite decision of policy on its own part and then come to the broadcasters with it. The group is reported to have agreed to accept any terms the Government desires, asking only that these terms represent a unified policy to be followed by all Government agencies as well as by broadcasters.

Chief objection to the Paley Plan, it was said, was the feeling that the country's shortwave facilities are limited and that it would seem wiser to aim for complete coordination rather than to divide them into two competitive groups. Objections to the Government agency plans were said to be based chiefly on the fact that both of these plans would remove control of international broadcasting from experienced operators and turn it over to a group of outsiders who, no matter how capable, still lack actual experience. It was pointed out that both England and Germany have left their broadcasting operations to the same personnel as before the war, adding only the necessary supervision of Government officials.

Meeting was attended by Walter C. Evans and Lee Wailes, Westinghouse Electric & Mfg. Co.; Robert S. Peare, General Electric Co.; William S. Paley and Edmund Chester, CBS; John F. Royal and John W. Elwood, NBC.

CLIFFORD W. SMITH, western manager of Electric Research Products Division of Western Electric Co., in late March is being transferred to New York. K. F. Morgan, Hollywood commercial superintendent, takes his place.

SCHENECTADY LOCAL AUTHORIZED BY FCC

ADOPTION of a final order granting a construction permit for a new station in Schenectady, N. Y., to Western Gateway Broadcasting Corp. was announced last Wednesday by the FCC. CP is for 250 watts unlimited time on 1240 kc. Order also denied a rival application of Van Curler Broadcasting Corp., which had sought like facilities in Schenectady. Both actions were results of proposed findings favoring such measures previously announced by the Commission [BROADCASTING, Feb. 2].

Principals in Western Gateway are Winslow Leighton and George R. Nelson, partners in the advertising agency of Leighton & Nelson, president and vice-president, respectively, with 26 shares apiece; David A. TerBush, local insurance agent and member of the city finance committee, 10 shares; James T. Healey, newswriter and radio commentator, 4 shares; William G. Avery, president of the local Morris Plan Bank, secretary-treasurer, 2 shares; eight other stockholders with minor interests not exceeding 5%.

The Commission in its findings last month had proposed the denial of the Van Curler application after disclosing that a director of the applicant had deliberately misrepresented facts concerning the company while under oath. The FCC stated that it was only after a persistent cross-examination that the true facts were brought out. It was on this attempt to mislead that the Commission based its opinion that the applicant was not qualified for a station. Van Curler had been granted a construction permit on Aug. 14, 1940, for the station under the call letters WGMA [BROADCASTING, Sept. 1, 40], but the FCC later rescinded its action upon the petitions of rival applicants.

CBS DROPS ACTION OVER KSFO STUDIO

BY AMICABLE agreement, CBS on Feb. 20 dismissed its suit against KSFO, San Francisco, over occupancy of the Palace Hotel studios, enabling KSFO to continue in its present quarters until next April 15. Under the agreement KSFO's announced plans for a suit against CBS for "malicious prosecution" were automatically obviated.

The suit grew out of the recent change in the CBS affiliation in the San Francisco area, whereby KQW was made the network outlet in lieu of KSFO. KSFO officials stated that, due to the last-minute notice of change of network affiliation and the resulting problem immediately confronting that station in securing housing for both KSFO and its proposed affiliated 100,000-watt international shortwave station KWID, the executives of KSFO had reached a verbal understanding with CBS in December that KSFO's occupancy of the Palace Hotel studios would continue until Aprl 1.

Meanwhile, KSFO has signed a long-term lease and has begun construction of new studios in the Mark Hopkins Hotel, atop San Francisco's famed Nob Hill.

Appeal of ASCAP To Dismiss Action By BMI Refused

Suit Moves Nearer to Trial; BMI Signs Nearly 200

SUIT of BMI and Edward B. Marks Music Corp. against ASCAP to test whether the publisher or the composer of a song owns the performance rights moved a step nearer to trial last week when Justice Louis A. Valente of the New York Supreme Court denied the application of ASCAP to dismiss the suit.

ASCAP's contention that only Federal courts have jurisdiction since a copyright question is involved was overruled by Justice Valente, who said the suit is concerned primarily with contract rights and that any copyright question is incidental.

Action originated following the withdrawal of Marks from ASCAP in December 1940. Since he has cleared the performance rights to his music through BMI. The composers of the tunes specified in the test suit are members of ASCAP, however, and as such have assigned their performance rights to the society. Until the court has decided where the rights are vested this music, as well as several thousand similarly disposed selections, can be safely broadcast only by stations which have taken out licenses from both BMI and ASCAP.

Nearly 200 Licenses

The new eight-year BMI licenses, which have already been accepted by nearly 200 broadcasters, and the revised budget of the industry-owned licensing organization, are expected to be the main topics of discussion at the BMI board meeting March 5. Carl Haverlin, BMI vice-president in charge of station relations, who is currently traveling the circuit of NAB district meetings, will return to New York for the session, to report on the reaction to the new licenses expressed by broadcasters at the district meetings.

BMI reports that its current top plug is "The Memory of Their Dance," written by Ben Selvin, vice-president of Associated Music Publishers, and Bob Effros, arranger. BMI also has announced that it has secured the performing rights to the catalog of Variety Music Co., owned by Gene Krupa.

Abel Baer, chairman of the nominating committee for writer members of the ASCAP board of directors, has called a mass meeting of the Society's authors and composers for March 3 at the Astor Hotel, New York. Candidates selected by the nominating committee will appear to address their fellow members. This is the first time an ASCAP meeting of this kind has ever been held, Mr. Baer stated.

List of BMI signatories between Feb. 19-26 follows [see BROADCASTING, Feb. 23]:

KAST	WBCM	KRLC	WHOP
WSVA	KGLU	KUJ	WSON
KWYO	WLNH	KVCV	WPAD
KANS	WBYN	KHSL	WSOC
WLOG	W39B	KYOS	WFOR
KDTH	W43B	KSOO	KOVO
KFYO	WFAS	KELO	KPAC
KRGV	WFAA	KDLR	KTSA
WOC	WHO	WSRR	WTCM
WHAM	WBRW	WJAC	WPTF
W51R	WHBU	KMYC	WKZO
WDBO	WJPF	WTAR	WHCU
WRJN	KOCY	WKBH	WDBJ
WRGA	WHLD	WITH	WBOW
WLBC	KFXJ	WOMI	WNBT
KGBS	WQBC	WAVE	W2XWG
	WRCA	WNBI	

11 counties in three states depend on WKBH for NBC Red and Blue Network shows. Let us plug this gap in your sales program.

WKBH LaCrosse WISCONSIN
REP. by: HOWARD H. WILSON CO.

Transcription Pact Is Signed by AMP; Includes Harry Fox and Warner Firms

ASSOCIATED Music Publishers has signed a contract with Harry Fox, agent and trustee for the mechanical rights for a number of music copyright owners including most ASCAP publishers, for the use of this music on AMP transcriptions.

In announcing that this contract had been concluded after lengthy negotiations, C. M. Finney, AMP president, said his company has also made individual contracts with a number of publishers for recording rights, including the publishing companies owned by Warner Brothers — Harms, Remick and Witmark—with whom NBC recently made a similar contract to use the music of those three companies on its Thesaurus releases.

One-year contract with Mr. Fox calls for a fee of $10 per year for each composition recorded, a reduction of $5 from the previous $15 fee. Contract also calls for payment of 25 cents and 50 cents for the use of any tune for any broadcast sponsored by a national advertiser.

Commercial Activity

Absence of this performance charge from the Warner Bros. contract does not mean that this is a more favorable deal, Mr. Finney stated, explaining that this contract covers only sustaining use of the music, with separate negotiations necessary if the recordings are to be used on sponsored broadcasts. In neither contract, he said, is there any performance charge for sustaining use. The war has had no adverse effects on commercial transcriptions as far as AMP is concerned, Mr. Finney reported. The recording studio and the pressing plant are both operating at full schedule, he said, with a satisfactory amount of work awaiting its turn.

NBC last week announced it had negotiated a contract with Fred Fisher Music Co. in line with its policy of making individual contracts with ASCAP publishers rather than dealing through Mr. Fox. The Fisher catalog includes a large volume of popular band music, which it is understood will be utilized for a series of transcriptions to be recorded by Dr. Edwin Franko Goldman and his 60-piece band, recently signed to record for Thesaurus [BROADCASTING, Feb. 23].

Thesaurus Clarified

Clarifying the position of NBC Thesaurus, Lloyd Egner, vice-president in charge of the network's radio recording division, said the releases of this library service will continue to be very substantially BMI, SESAC and public domain music, which is desired by all subscribers whether or not they have ASCAP licenses. ASCAP tunes will be transcribed on separate records from the non-ASCAP music, he explained. The script service sent to stations will also maintain this separation.

Cecil Brown Is Given Annual Radio Award of Overseas Press Club

CECIL BROWN, CBS foreign correspondent in the Far East, was named winner of the second annual radio award given by the Overseas Press Club for outstanding radio coverage "contributing to the understanding of foreign policy by the American people."

Presentation of the award, a portable typewriter with a silver plaque, was made Feb. 26 at the club's annual dinner at the Hotel Waldorf-Astoria, New York. Burnet Hershey, news commentator of WMCA, New York, and president of the club, presided at the dinner, one hour of which was broadcast on Mutual, 9:45-10:45 p.m.

CBS, which had originally planned to shortwave an hour of the most important speeches to Latin America, made recordings of all the talks for rebroadcast Feb. 27 to both Latin America and Europe via shortwave stations WCRC, WCDA and WCBX.

Two awards for outstanding newspaper coverage were made to correspondents of the *New York Times*—Cyrus L. Sulzberger in Europe, and Otto D. Tolischus in the Far East. Among speakers were Maxim Litvinoff, Russian Ambassador to the United States, Price Administrator Leon Henderson, and Cecil Brown, speaking from Australia.

WRVA WJW

COVERS NORFOLK AND RICHMOND IN VIRGINIA WITH 50,000 WATTS DAY AND NIGHT PLUS COLUMBIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

New Stay of Network Rules Is Sought

Supreme Court Appeal From 2-1 Decision Is Next Phase

(*Continued from page 9*)

clared that the FCC under the proposed stay would even be foreclosed from considering routine license renewals.

At NBC's request, the court authorized filing of briefs. Judge Henry W. Goddard inquired of the FCC as to the reason for such "great haste." He had joined Judge Hand in the previous decision affirming the FCC jurisdictional contention. Judge John W. Bright, who dissented in the original proceedings, asked no questions.

NBC-CBS counsel argued that time was of the essence, since the court promulgated its order Feb. 26, from which date the ten-day grace period on the rules agreed to by the networks and the FCC began to run. If no further stay is granted, it was emphasized, the FCC could make its rules operative March 9.

No Ruling on Merits

The court's decision on lack of jurisdiction, which admittedly represented a signal victory for the case of the FCC and its counsel as argued before the New York court Jan. 12 and 13 [BROADCASTING, Jan. 19], was handed down Saturday before last which means, should the Commission adhere to its original stipulation that it would defer the effective date of the rules until 10 days after the court acted, that the rules unless stayed could go into effect next Monday, March 9, or ten days from the Feb. 26 date of service upon NBC and CBS. If invoked, the rules will radically change the complexion of network-affiliation contracts in view of their far-reaching requirements upon station licensees as to exclusivity, time options, etc.

Immediately after Judges Hand and Goddard, with Judge Bright dissenting, disclosed their decision that they were without jurisdiction to provide the requested relief and hence felt they were not called upon to consider the merits of the rules, both NBC and CBS advised their affiliates that they would appeal to the U. S. Supreme Court.

In the Supreme Court they will ask one or more of the justices for an order enjoining enforcement of the rules until arguments can be held on whether the lower court erred in its jurisdictional finding. The right of appeal to the Supreme Court on jurisdictional questions is automatic.

If Supreme Court Acts

If a stay order is forthcoming from the Supreme Court, the rules could not become effective until the case is disposed of by that court. If the Supreme Court reverses the New York court on the question of jurisdiction, regarded as a good possibility in the light of Judge Bright's strong dissent, then the issue will revert back to the New York court for an adjudication on the merits. After such an adjudication, either NBC-CBS or the FCC could appeal to the Supreme Court on the whole question of the validity of the rules.

The immediate effect of the court's decision on network affiliations was clouded by the litigation, which appears likely to continue for some months. Whether the Commission will take an attitude that it wants the rules invoked immediately, was also uncertain—and Washington counsel of stations last week were inclined to take a position of watchful waiting during the swiftly-moving legal maneuvering before advising their clients how the situation affects them individually with respect to their network affiliation contracts.

Avenue of Relief

If a stay order is procured, the rules automatically would be suspended until final action by the Supreme Court which has authority not only to review the jurisdiction of the New York court but the validity of the rules themselves.

In the light of Judge Hand's remarks from the bench last Friday, considerable significance was attached to the portion of the court's Feb. 21 decision wherein, after expressing doubt whether the rules were "final orders" of the Commission, the court stated:

"If any of the affiliates of the plaintiffs networks should hereafter apply for renewal of their licenses and if, as we assume it will, the Commission adheres to its regulations, the requested modification will be reviewable only by the Court of Appeals of the District of Columbia and from the record made at that hearing."

Such a test of the network monopoly rules would depend upon the bringing of license renewal proceedings by the FCC against some affiliate on the basis of its decision to stand by its network affiliation contract. Whether an M&O station, or an independently-owned station affiliated with one or the other networks, would be called upon for such a test, was problematical.

Besides NBC and CBS, parties to the case on their side are WHAM, Rochester, and WOW, Omaha, while counsel for Mutual supported the FCC position.

Networks Monitor Affiliates

The day the decision was rendered, both networks monitored their affiliated stations to the effect that they would appeal to the U. S. Supreme Court. Herbert V. Akerberg, CBS stations relations vice-president, made the following statement to affiliates:

"Concerning the 2-to-1 decision of the Federal Court in New York handed down today, you will be vitally interested to know that the decision dealt only with the jurisdiction of the court in this proceeding and that the court passed no judgment whatsoever on the merits of the case. A vigorous dissenting opinion was delivered by Judge Bright. We will take an appeal to the Supreme Court of the United States.

"By an arrangement made with counsel for the Commission last November, the complete suspension of the rules continues for a minimum of 10 days. During this time we will apply for a further suspension pending the determination of our appeal.

'Disastrous Effects'

"Our evaluation of the disastrous effect of the FCC rules has not changed. Accordingly, we consider it of utmost importance to the industry and to the continuance of network service to carry on our fight for the preservation of the principles which we deem vital to the best interests of broadcasters and the public alike. We will send you copies of the court opinion promptly and continue to keep you advised of developments."

To the 130 stations affiliated with NBC, William S. Hedges, vice-president in charge of station relations, wired as follows:

"On Saturday, Feb. 21, the Federal Court of New York by a divided vote dismissed our complaint in our action against the FCC on the proposed chain-broadcasting rules solely on the ground that the court did not have jurisdiction. The court did not pass on the question of the authority to promulgate these rules. When the suit was commenced, the Commission entered into a written agreement not to enforce or apply these rules for at least ten days after we are served with a copy of the court's order. We intend to appeal immediately to the Supreme Court of the United States and ask for a further stay of the rule by that court."

Past Decisions Analyzed

In its decision, the court's majority stated at the outset that since it was deciding that it had no jurisdiction either as a court of three judges or one, "it will not be necessary to consider the merits." It went on to outline the background of the regulations, but asserted:

"So far as we have found, the Supreme Court has never declared that the statute authorizes review of any decision of an administrative tribunal which neither directs anyone to do anything, nor finally adjudicates a fact to exist upon which some right or duty immediately depends . . . but decisions which are no more than announcements of future administrative action have never, so far as we can find, been treated as within this statute. That does not necessarily imply that a person presently injured is without any remedy when the threatened action would be unlawful; the situation then may present all the elements on which equity will intervene in ordinary course."

The court expressed doubt whether the regulations could be regarded as "orders" which it could review, and then pointed to the statute which provides relief from such orders by appeal to the Court of Appeals of the District of Columbia.

"Consequently," said the court, "if any of the 'affiliates' of the plaintiffs' 'networks' should hereafter apply for renewal of their licenses; and if, as we assume it will, the Commission adheres to its regulations, the resulting modification of license will be reviewable only by the Court of Appeals of the

WDRC
CONNECTICUT'S PIONEER BROADCASTER
FIRST MARKET!
The richest part of the country's richest state can be covered completely and economically — by using WDRC, Hartford — Basic CBS for Connecticut. Act now—write Wm. Malo, Commercial Manager, for availabilities.
CBS

WHBF
Basic Mutual Network Outlet
FULL TIME 1270 K.C.
THE 5000 WATT
Voice of the Tri-Cities
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
ROCK ISLAND • DAVENPORT • MOLINE

District of Columbia and from the record made at that hearing.

"We have seen, however, that the regulations are nothing more than a direct declaration—or if one chooses, a threat—by the Commission that it will impose these conditions upon any renewal of a license in the future. No change is made in the status of 'affiliates' meanwhile; their existing contracts with the 'networks' remain enforceable; nor has the Commission given any evidence of intention to use them as the basis for a revocation of existing licenses under sub-section 312(a)."

Insisting that there are other avenues of relief, the court's majority declared that "It should not substitute another court for the Commission and the Court of Appeals, certainly not this court in an action against the United States and the Commission. We need not decide the point, however, because the 'minute' we have quoted offers equivalent relief without risk to any 'station' which may challenge the regulations."

As to the contention that the networks may not be able to raise the issue in a proceeding for the renewal of a license because affiliates "may fear to incur the Commission's displeasure", the court declared:

"As to the NBC this is plainly untrue because two of its 'affiliates' have joined it as plaintiffs. As to CBS, its complaint, read most favorably, perhaps does allege that one of its 'affiliates' will challenge the regulations when their licenses expire; at any rate, to avoid any doubts, we shall so assume, little as that seems likely to be the case.

"We may do so, because the issue is irrelevant anyway, for the plaintiff 'networks' have an adequate remedy under sub-section 402 itself. They allege—and there seems to be no question about it—that their interest will be adversely affected by the enforcement of the regulations; if so, they can appeal to the Court of Appeals of the District of Columbia from any order imposing unlawful conditions upon an 'affiliate's' license . . .

"At any rate, until the Commission shows some disposition to deny them a fair hearing in a proceeding for removal of an 'affiliate's' license, we are not to assume that it will do so. And even if that should appear, the resulting right of action, if any, would not, as we have said, be in this court or against the United States.

"For the foregoing reasons the complaints will be dismissed for lack of jurisdiction . . ."

Judge Bright's Dissent

Judge Bright's dissenting opinion asserted flatly, "There is no question in my mind that the order sought to be reviewed is one which, under the terms of Section 402(a), we have jurisdiction to enjoin. . . The order fixes as immediately the time when it shall become effective. In other respects it has all the earmarks of a final order."

Judge Bright quoted from Commission's own statement: "The regulations we are now adopting are nothing more than the expression of the general policy we will apply in exercising our licensing power. The formulation of a regulation in general terms is an important aid to consistency and predictability and does not prejudice any rights of the applicant."

"What it (the Commission) has done," Judge Goddard then asserted, "emphasizes more the finality of its order, which is an affirmative direction that thereafter no standard broadcasting station shall contract in terms prohibited, and ultimately puts an end to service by networks under contracts now existing.

"In fact, I think that the regulations are intended to affect existing contracts for the effective date of the order is deferred until Nov. 15, 1941, 'with respect to existing contracts, arrangements or understandings.' This certainly is not a statement that the regulations shall not apply to existing contracts; it is merely a postponement as to when the axe will fall."

Judge Goddard agreed with the networks' contention that affiliation contracts are "essential to the proper and successful conduct of their business."

"It is also shown by them, without contradiction, that between the time the regulations were promulgated and the commencement of these actions, not less than 24 broadcasting stations having affiliation contracts with NBC have cancelled their contracts as a result of the order in question, and not less than 24 others having such contracts have served notice that they do not intend to abide by the terms of such contracts unless they are conformed to the Commission's order.

"Similarly, it is shown by the affidavits submitted by CBS that some of the stations affiliated with it are refusing to renew their affiliation contracts, some are threatening to cancel or repudiate them, and some have already cancelled on the ground that the rules in question prohibit them. There is thus a present injury . . ."

Commission's Positive Purpose

To the court majority's holding that the plaintiffs must wait until the Commission has ruled upon the application of a broadcasting station for renewal of license, Judge Goddard retorted:

"Can it be said that the Commission will change its rules, in view of the positive statement it has already made with reference thereto and above quoted? Must these networks await the idle ceremony of a denial of a license before any relief can be sought when it is perfectly obvious that no relief will be given? And what relief could they get if they did wait?

"The networks are not to be licensed, only the individual stations who make application. But it is said the networks could intervene and be heard. All that might be said or urged in their behalf has doubtless been communicated to the Commission in the three years between March 18, 1938 and May 2, 1941, when the investigation was going on. Must they march up the hill and down again, with the probability of being met with the statement that the Commission has given the matter due consideration and has done what it intends to abide by, as it has definitely said in this report?"

Judge Bright concluded his opinion by citing various precedents of reviews by the court of the rule-making powers not only of the FCC but of other Federal agencies.

William B. Way Named As 12th District Director

WILLIAM B. WAY, manager of KVOO, Tulsa, was unanimously elected 12th NAB district director at its meeting in Wichita last Friday. He succeeds Herb Hollister, KANS, Wichita, who asked to be relieved after having served three terms and who nominated Mr. Way as his successor.

Mr. Way

The Wichita meeting, following the pattern of other district meetings, passed resolutions pledging BMI license renewals, support of NAB and cooperation in the war effort.

Court Grants CBS Delay

FOR A SECOND time, CBS has been granted a postponement of date from Feb. 27 to March 27 to file answers to the anti-trust suits instigated by the Department of Justice. The delay was granted by agreement of the parties. Previously RCA-NBC had received the same extension [BROADCASTING, Feb. 16] at the request of John T. Cahill, NBC counsel. The suits were filed Dec. 31 in the Chicago Federal District Court by the Anti-Trust Division. Previously a one-month postponement had been granted in each instance by stipulation.

ARTHUR H. SCHROEDER, associated since 1937 with the Washington law firm of George O. Sutton, reported for duty Feb. 26 in the Air Corps. He is stationed in Washington at present.

THE LANGUAGES ARE DIFFERENT . . . BUT THE THOUGHTS ARE THE SAME

★

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

Engineers Discuss Operation in Wartime

Emergency Needs Basis of Ohio Meeting

CONCENTRATING on wartime operation of radio plants and highlighted by an address by FCC Chief Engineer E. K. Jett on the defense aspects of radio communications, the Fifth Annual Broadcast Engineering Conference, convening at Ohio State U, Columbus, Feb. 23-27, passed a resolution asking the FCC to modify its rule regarding transmitter output tolerances to afford a means of saving transmitter tubes, which are becoming increasingly scarce due to war demands. About 150 engineers, many from broadcasting stations, attended the conference.

Enemy Is Listening

Principal speakers on the program, in addition to Lieut. Jett, were Gerald C. Gross, assistant chief engineer of the FCC, and Dr. Phillips Thomas, of Westinghouse. Lieut. Jett urged caution in broadcasting because the "enemy is always listening." He told how the Defense Communications Board operates and reviewed its work. The DCB, he said, recognizes the importance of broadcasting and has recognized the need of protecting broadcast property. Steps to insure reliable service have been studied, he said.

Commenting on the FCC-WPB freeze order [see page 9], Lieut. Jett said that while the country is pretty well served at present, the freeze order makes provisions for improvements deemed necessary for areas now without primary service. Asked about television, he said it probably would have to get along with the equipment it now possesses. Most of Lieut. Jett's remarks were off-the-record. He spoke for nearly two hours, covering practically all phases of radio communications and the means to safeguard them during the war emergency.

Mr. Gross, discussing war-time broadcast experience in England, told of his trip to that country last fall as a special FCC observer, and showed pictures of damage caused by bombings. According to Mr. Gross, practically no broadcasting time has been lost in England due to bombing and sabotage.

Emergency Setups

Primary function of the broadcasting system is to maintain the public morale and to this end about 70% of the programs are of the regular peacetime character, he said. For protection from bomb splinters, Mr. Gross continued, most windows have been bricked up with a 14-inch-thick wall and in cases where protection is desired overhead, a five-inch concrete slab has been installed. These provide protection against bomb fragments and incendiaries, but not direct bomb hits. Blast fences of brick usually are installed in front of entrances to buildings. Women, he said, are doing an excellent job handling radio controls.

England has become keenly aware of the importance of key radio men, he said, and they have been retained in important positions. Television has been abandoned for the duration, he concluded.

Orrin W. Towner, chief engineer of WHAS, Louisville, drew parallels between the present emergency and the experiences of WHAS during the Ohio River flood in 1937. About all that is needed at a studio to maintain emergency service, he said, is a battery-operated amplifier. He suggested that permanent cords be made to connect portable amplifiers into the jack fields of the studio equipment. He suggested installation of engine-driven generators for use in case regular power supply is lost. He told how an amateur transmitter had been converted for police use after the regular Louisville police station had been flooded.

Karl Troeglen, chief engineer of WIBW, Topeka, described the emergency power plants at both transmitter and studio of WIBW. The value of FM in police and military communication was discussed by Daniel E. Noble, research engineer of the Galvin Mfg. Co. He explained the design and installation of mobile FM equipment.

Means of maintaining reliable operation of transmitters were discussed at the panel session on that subject, at which Charles Singer, maintenance engineer of WOR, was chairman. Other members of the panel were Porter Houston, WCBM, Baltimore; Frank V. Becker, WTBO, Cumberland; Floyd N. Lantzer, WLW, Cincinnati. Emphasis was placed on care of vacuum tubes and a tube reconditioner used at WOR was described, under which a gaseous tube is subjected to a high voltage between the plate and filament when the filament is cold.

A panel on war time broadcast station operation was directed by Lynne C. Smeby, NAB engineering director. Other members were Andrew D. Ring, consulting engineer; J. D'Agostino, assistant operating engineer of NBC; Raymond Guy, NBC radio frequency facilities engineer; Frank A. Cowan, Bell System engineer; Hector Skifter, chief engineer of KSTP, St. Paul.

High Efficiency

Need of conserving equipment and maintaining efficient operation were discussed by Mr. Smeby in the light of material needs of the armed forces, a factor to be kept in mind in all priority requests. A recent survey showed that our broadcast stations as a whole operate at an efficiency better than 99.98%, Mr. Smeby said, adding that an effective national defense job still could be done with slightly lowered efficiency.

Mr. Ring discussed the work of the DCB Broadcast Committee, covering such subjects as operator shortage, priorities, radio silencing systems and FCC rules modifications.

Property protection and fire fighting were discussed by Mr. D'Agostino, who urged that proper steps be taken against sabotage and fires. Mr. Guy told of difficulties in using low antennas at high powers, a condition under which a very high current flows at the base of the antenna requiring special attention and designing of the coupling system. He suggested loading the antenna with an inductance and then tapping the transmission line on to the inductance at the proper point.

At powers of 5 kw. and over, the

RADIO WARTIME PROBLEMS were discussed at length at the Fifth Annual Broadcast Engineering Conference last week in Columbus by American, Canadian and foreign engineering experts. In left photo (l to r) are Gerald C. Gross, assistant chief engineer of the FCC who recently returned from a study of wartime conditions in England; Capt. S. Kagan, Free French delegate in the United States in charge of transmissions; Paul Loyet, chief engineer of WHO Des Moines; Lynne C. Smeby, director of engineering, NAB; Andrew D. Ring, consulting engineer and former assistant chief engineer of the FCC. At right are E. C. Stewart, CBC, Montreal; J. Alphonse Ouimet, assistant chief engineer, CBC, Montreal; H. E. Stanley, technical liaison officer, CBC, Montreal. Prof. E. L. Everitt directed the five-day session.

FROM THE ROSTRUM, Prof. E. L. Everitt (left), director of the Fifth Annual Broadcast Engineering Conference, held last week in Columbus, introduced Lieut. E. K. Jett, chief engineer of the FCC, as the conclave's principal speaker. Lieut. Jett spoke on "Communications in National Defense". Conference is sponsored by Ohio State U with the NAB and IRE.

LOST YOUR FAITH IN HOPE (Ky.)?

If your business in Hope, Charity and other small Kentucky towns has never come up to expectations, don't give up hope! There's still the Louisville Trading Area —which, after all, does 17.6% *more* retail buying than the rest of Kentucky *combined!* . . . A schedule on WAVE gives you *complete* coverage of this Area *at very low rates.* So here's *hoping* you'll be with us—soon!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

...na on the antenna becomes an ...portant factor, he said, suggest... loading at the top of the an... Also, he suggested minimum ...hts for auxiliary antennas ...h run between 60-200 feet at ...two ends of the broadcast band.

Training Program

... roundtable on technician ...ing was led by Prof. Everitt. ...r members were Fritz Leydorf, ...WLW, and Prof. Pumphrey, of ...ers U. Training programs ...d be laid out easier, it was ...gested, if clear distinction was ...de between engineers who know ...w to design and construct equip... ...nt and technicians who operate ...ipment. Aptitude tests were ...gested for prospective students ... the various training programs. Howard Chinn, CBS audio fa...ities engineer, described work of ... recording and reproducing ...ndards committee. A prelimi...ry release of the 16 standards ...pted so far was made at the ...ference. They will be submitted ... the next NAB board meeting ... official adoption. Remaining ...ms are being considered, Mr. ...inn said.

Among other speakers were Mr. ...wan, Bell Laboratories, who ...ke on wire facilities; Mr. Skif..., conservation of broadcast ...ipment; J. H. DeWitt, chief ...gineer of WSM, Nashville, studio ...nsmitter links and high-frequen... antennas; Arthur Van Dyck, ...gineer in charge, and Stuart ...eley, RCA License Laboratory, ...e alert calling system.

SESAC Gospel Music

...IGHT Southern music publishers ...ecializing in gospel music have ...come affiliated with SESAC, this ...mpany announced last week, stat...g that with the large Stamps-...xter catalog on the SESAC list, ...most all of this type of music is ...w available to SESAC licensees. ...w SESAC affiliates are: Hart...rd Music Co.; J. M. Hanson Music ...; National Music Co.; William ... Ramsey (including Central ...usic Co.); A. J. Showalter, Ten...ssee Music & Printing Co.; James ... Vaughan Music Publisher and ... E. Winsett.

Correction

...N ARTICLE in the Feb. 23 ...OADCASTING, the power of KTHS, ...t Springs, Ark., was inadvertently ...en as 5,000 watts day and 1,000 ...ght. KTHS operates with 10,000 ...tts day and 1,000 night. BROAD...STING regrets the error.

"Now's the time to try KXOK, St. Louis!"

630 KC. 5000 WATTS
BLUE NETWORK

Army Shortwaving 'Command' Series

Big Program to Be Directed To Military Forces Abroad

DESIGNED specifically for the men of America's armed forces all over the world, the 11 United States international shortwave stations on March 8 will start a new half-hour program, *Command Performance*. To be heard every Sunday for the duration, the show will feature appearances by stage, screen and radio stars, as well as military leaders.

Under an operation plan developed by the Radio Branch of the War Dept. Bureau of Public Relations, the program will be transmitted on the 11 stations intermittently over a 24-hour period each Sunday. Each program will be transcribed, with recordings sent to each of the stations in order to permit transmission at hours when the feature can be best received. The programs also may be piped from the Office of the Coordinator of Information in Washington to participating stations on its Bronze Network.

No Domestic Stations

According to present plans, each show will be dedicated to men of the Army, Navy and Marine Corps from a particular State. Featured on the shows will be popular music by name bands, headline comedy acts, a five-minute sports spot handled by well-known sports commentators and their guests. Each program also will headline a top-flight radio artist. Scheduled for early appearances are Eddie Cantor and Fred Allen. Periodically the program is to include brief messages to the forces abroad from U. S. military chiefs.

There will be no domestic transmission. To provide reception at various points all over the world, the participating stations will rebroadcast the transcribed feature several times on different frequencies and beams, with reception possible throughout the world at one time or another each Sunday.

The series is being produced under supervision of the War Dept. Radio Branch headed by Ed Kirby as civilian chief, in cooperation with the War Dept. Special Services and GHQ. Agency writers and production men will assist in developing the programs. Music Corp. of America, AFRA and other organizations also have cooperated in developing the feature as a no-cost proposition. Directly supervising arrangements for the program is Lieut. Rankin Roberts, of the Special Events section of the Radio Branch.

American Chicle News

AMERICAN CHICLE Co., Long Island, N. Y. (chewing gum), currently sponsoring *By the Way With Bill Henry* on four CBS California stations (KNX KQW KROY KARM), Tuesday, Thursday, 5:30-5:45 p.m., and Saturday, 9:45-10 p.m. (PWT), on March 18 shifts that program to NBC stations. Series, under new schedule, will be on KFI KGW KHQ KMJ, Wednesday, Thursday, Friday, Saturday, 5:45-6 p.m., with KPO KMO added March 25. News commentary also is to be released on KDYL KOA KTAR KGLU KVOA KYUM KGHL KIDO KSEI KTFI Wednesday, Friday, 5:45-5 p.m. (PWT). Agency is Badger, Browning & Hersey, N. Y.

Big Basketball Hookup Sponsored by Magnolia

WHAT is believed to be the longest night commercial ever aired in Texas will take place March 7 when the Lone Star Chain and five supplementary stations do a four-hour word picture of the Texas high school championship basketball games from Austin. Hooked up will be KGKO, Fort Worth; KXYZ, Houston; KTSA, San Antonio; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco; KFDM, Beaumont, all on the Lone Star Chain. Supplementary outlets will be KRLD, Dallas; KROD, El Paso; KFRO, Longview; KNOW, Austin; KWFT, Wichita Falls. Announcers will be Jim Crocker, Ves Box, Charlie Jordan and Tee Casper. Ratcliffe Agency, Dallas, handles the account for Magnolia Oil Co., the sponsor.

C-P-P Names Butcher

THOMAS BUTCHER, since last October with Geyer, Cornell & Newell, New York, has been appointed assistant advertising manager of Colgate-Palmolive-Peet, according to E. H. Little, president. Mr. Butcher, with Savington Crampton and George P. MacGregor, comprise the trio of company assistant advertising managers.

NUMBER 4 OF A SERIES

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING •

L860

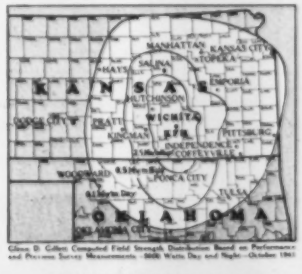
SCHEHERAZADE WOULD SAY . . .

"Oops, My Dear!"

Yes, the Arabian Nights' babe who restrained her bloodthirsty husband by telling tall tales in the olden days, would gulp and swallow at the story Defense-rich Wichita tells today . . .

And although the old gal would blush, every impressive cipher and comma in the almost fantastic Wichita report is *absolutely true*. As a matter of fact, we *can't print* even half the truth! It is impossible to broadcast actual figures of Wichita aviation employees for 1941 and 1942. It is even *more* impossible to whisper about the incredible bomber order recently sent Wichita-way. The ciphers on that amazing figure stretch from here to way off yonder!

But it's *not* a military secret that retail business in Wealthy Wichita is up a sensational 25-plus-percent. Yes, and KFH is the dominant network station covering these millions of dollars' worth of prospective sales. The crowded KFH commercial schedule proves there is no other station in Kansas with a greater advertiser acceptance!



Gilmer D. Gilbert Computed Field Strength Distribution Based on Performance and Previous Survey Measurements. 5000 Watts Day and Night—October 1941

You can still get *KFH* at the same rate that made you big money way back in 1940—before the shootin' started!

Better phone or wire Petry or us—collect!

THAT *SELLING STATION*
IN KANSAS' BIGGEST,
RICHEST MARKET!

KFH
WICHITA

CBS • 5000 WATTS DAY AND NIGHT • CALL ANY EDWARD PETRY OFFICE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEB. 21 to FEB. 27 INCLUSIVE

Decisions . . .

FEBRUARY 23

NEW, Herman Radner, Dearborn, Mich.—Granted continuance hearing CP new station to 4-6-42.

KALB, Alexandria, La.—Granted continuance hearing for 60 days.

FEBRUARY 24

WLOL, Minneapolis—Granted consent transfer control from John P. Devaney to Charles J. Winton Jr. and David J. Winton for $21,500.

DESIGNATED FOR HEARING—**NEW, McKeesport Broadcasting Co., Inc., McKeesport, Pa.**, CP new station 730 kc 1 kw D; **NEW, Drohlich Bros., Jefferson City, Mo.**, CP new station 800 kc 1 kw D; **NEW, American Network Inc., New York**, CP new FM station (consolidated with 7 other applicants seeking facilities in same area); **W47NY, New York**, assignment CP new station to Muzak Radio Broadcasting Stations Inc.; **NEW, WHFC Inc., Chicago**, CP new FM station.

NEW, Meadville Tribune Broadcasting Co., Meadville, Pa.—Placed applic. CP new station in pending file under Order 79.

NEW, The New Haven Broadcasters, New Haven, Conn.—Granted petition dismiss petition for reconsideration against WCNW grant.

KPMC, Bakersfield, Cal.—Granted petition reconsideration and grant insofar as authority requested to shift from 1600 to 1560 kc.

KWK, St. Louis—Denied petition to grant applic. CP change 680 kc increase 25 kw N 50 kw D and require KFEQ shift; also denied special permission eliminate transcription identification.

WFAS, White Plains, N. Y.; NEW, Paul F. Godley, Newark, N. J.—Denied, individually, petitions for reconsideration and grant (see hearing calendar)

NEW, Amarillo Broadcasting Corp., Amarillo, Tex.—Granted CP new FM station 45.1 mc to serve 5,000 sq. mi.

NEW, Hawley Broadcasting Co., Reading, Pa.—Placed in pending file under Order 79 applic. CP new FM station.

FEBRUARY 25

NEW, Western Gateway Broadcasting Corp., Schenectady, N. Y.—Adopted final order granting CP new station 1240 kc 250 w unl.

NEW, Van Curler Broadcasting Corp., Schenectady—Adopted final order denying applic. CP like facilities.

NEW, Lake Shore Broadcasting Corp., Cleveland; NEW, Cleveland Broadcasting Co., Cleveland—Continued joint hearing to 4-20-42.

Applications . . .

FEBRUARY 23

NEW, New Haven Broadcasters, New Haven, Conn.—Amend applic. CP new station request 1170 kc.

WLAP, Lexington, Ky.—Amend applic. CP increase 1 kw shift 610 kc to request 630 kc directional D & N.

KXO, El Centro, Cal.—CP shift 1230 kc increase 250 w install new transmitter and move antenna.

KFAB, Omaha, Neb.—Amend applic. CP shift 1110 kc hours to unl. move transmitter to request move studios Omaha transmitter near Papillion, Neb.

NEW, Jayhawker Broadcasting Co. Inc., Topeka, Kan.—CP new station 940 kc 1 kw unl. directional.

KBON, Omaha, Neb.—Modification CP requesting change licensee name to Inland Broadcasting Co.

FEBRUARY 24

NEW, Valley Broadcasting Co., Columbus, Ga.—Amend applic. CP new station to request 1460 kc 5 kw directional N.

KOL, Seattle, Wash.—CP new transmitter directional D & N changes shift 880 kc increase 10 kw.

Tentative Calendar . . .

WAPI, Birmingham, Ala., CP 1070 kc 50 kw unl. directional N (March 2).

WFAS, White Plains, N. Y., modification license 1230 kc 250 w unl.; **NEW, Paul Forman Godley, Newark, N. J.**, CP 1230 kc 250 w unl. (consolidated hearing, March 5).

NEW, Beauford H. Jester, Waco, Tex., CP 1230 kc 250 w unl.; **NEW, Roy Branham Albaugh**, same (consolidated hearing, March 6).

Engineer Scarcity

(Continued from page 14)

operators could operate a station using type A-0, A-3, A-5 emission, except ship stations licensed to use power in excess of 100 watts and A-3 emission for communication with coastal telephone stations.

Radiotelephone second-class operators were limited to stations using type A-0, A-3, A-4 or A-5 emission except standard broadcast stations, International stations or ship stations licensed to use power in excess of 100 watts and type A-3 emission for communication with coastal telephone stations.

Holders of second-class radiotelegraph licenses were restricted to stations using B, A-0, A-1, A-2, A-3 or A-4 emission except any of the classes of stations other than a relay broadcast station or passenger vessels required to maintain continuous radio watch.

Under the new regulations any radiotelephone or radiotelegraph license holder may operate stations in any of the various classifications with exceptions being made only where adjustment of transmitter equipment is necessary.

The Commission, however, in relaxing its requirements, has emphasized that station licensees are not relieved of responsibility regarding all other rules and regulations of the FCC. It was stated that the new regulations are intended solely to meet a critical shortage of technical personnel.

It was also added that the relaxation is not expected to impair technical operation of stations or lower labor standards in the industry. Should first-class operators be found available, the FCC will probably restore the former higher requirements.

Full text of the order (No. 91) follows:

Text of Order

At a meeting of the FCC held at its offices in Washington, D. C., on the 17th day of February, 1942:

The Commission having under consideration the request of the Defense Communications Board that the Commission consider relaxation of its rules and regulations governing the requirements for operators of broadcast stations; and

IT APPEARING that the demand of the military services for operators holding radiotelephone first class licenses has increased as a result of the war, and that such demand has decreased the number of operators qualified for operation of broadcast stations, resulting in a shortage of such operators;

IT IS ORDERED that until further order of the Commission a broadcast station of any class, which by reason of actual inability to secure the services of an operator or operators of the proper class could not otherwise be operated, may be operated by holders of radiotelegraph first or second class operator licenses, or radiotelephone second class operator licenses, notwithstanding the provisions of Section 13.61, paragraphs a, c(1) and d(1) of the Commission's Rules and Regulations Governing Commercial Radio Operators;

PROVIDED, HOWEVER, that these classes of operator licenses shall be valid for the operation of broadcast stations upon the condition that one or more first class radiotelephone operators are employed who shall be responsible at all times for the technical operation of the station and shall make all adjustments of the transmitting equipment other than minor adjustments which normally are needed in the daily operation of the station;

PROVIDED FURTHER, that nothing contained herein shall be construed to relieve a station licensee of responsibility for operation of the station in exact accordance with the Rules and Regulations of the Commission; and

PROVIDED FURTHER, that Section 13.61 of the Commission's Rules and Regulations Governing Commercial Radio Operators shall remain in full force and effect except as modified by this Order.

Gobs of Bobs

WITH addition of Bob Bovard, announcer, to the staff of KSFO, San Francisco, the station now has six Bobs on the payroll. The other Bobs are Andersen, Dumm, Desmond, Edwards, Emerick.

FOR LIFE-LIKE MONITORING GET THIS NEW G-E LOUD-SPEAKER (Type JCP-10)

- ★Perfectly matched to the G-E *FM* station monitor with monitoring amplifier
- ★Unusually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier
- ★Single-unit construction
- ★Special alnico permanent magnet for field
- ★8-ohm voice coil; 20-watts input
- ★Can be furnished with 18-inch high base of matching walnut veneer, which provides ample space for mounting high-fidelity amplifier
- ★An excellent speaker for audience and sponsor rooms

PRICE . . . $75.00 net, f.o.b. factory (Base, if desired, $20.00 additional)

ORDER NOW through the nearest G-E office or direct from General Electric, Radio and Television Dept., Section 160-26, Schenectady, N. Y.

GENERAL ELECTRIC

Network Accounts

All time Eastern Wartime unless indicated

New Business

PROCTER & GAMBLE Co., Cincinnati (Ivory soap, Dreft), on March 6 started *Junior Miss* on 70 CBS stations, Wed., 9-9:30 p.m. Agencies: Benton & Bowles (Ivory), Blackett-Sample-Hummert (Dreft), both New York.

BENJAMIN MOORE & Co., New York (paints), on Feb. 28 started *Betty Moore* on 42 NBC stations, Sat., 10:45-11 a.m. Placed direct.

PAR SOAP Co., Oakland, Cal., on March 4 starts *It Happened in the Service*, on 13 NBC-Red Pacific and Mountain stations (KMJ KFI KGW KPO KOMO KGHL KIDO KGIR KRBM KPFA KSEI KTFI KDYL), with KHQ added on March 25, Wed., 5:15-5:30 p.m. (PWT). Agency: Long Adv. Service, San Francisco.

SIGNAL OIL Co., Los Angeles, on March 15 starts for 26 weeks *Upton Close, News Commentator*, on 6 NBC Pacific Red stations (KFI KMJ KPO KHQ KOMO KGW), Sun., 3:45-4 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

GENERAL CIGAR Co., New York (Van Dyke cigars), on April 5 starts for 52 weeks *William Winter, News Analyst*, on 3 CBS California stations (KNX KARM KROY), Sun., Wed., 9:30-9:45 p.m. Agency: Federal Adv. Agency, N. Y.

F. F. LAWRASON Co., Toronto (Snowflake Ammonia) on Feb. 20 started *Name It* on CFRB, Toronto, and CHML, Hamilton, Ont., Friday 8:45-9 p.m. Agency is Norris-Patterson, Toronto.

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago (insurance), on March 8 starts *H. V. Kaltenborn* on 6 NBC stations in New York State, Sun., 3:15-3:30 p.m. Agency: Leon Burnett Co., Chicago.

McKESSON & ROBBINS, Bridgeport, Conn. (Calox tooth powder), on March 4 starts news program on 6 CBS Pacific stations, Mon. and Wed., 8:55-9 p.m., and Sun., 8:15-8:30 p.m. Agency: J. D. Tarcher & Co., N. Y.

GENERAL FOODS CORP., New York (Grapenuts), on April 6 starts *As the Twig Is Bent* on CBS, Mon. thru Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, N. Y.

AMERICAN CHICLE Co., Long Island City (chewing gum), on March 18 starts Bill Henry's *By the Way* on 19 NBC Pacific Coast and Mountain stations, Wed., Thurs., Fri., Sat., 7:45-8 p.m. (PWT). Agency: Badger & Browning & Hersey, N. Y.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Feb. 25 renewed for 52 weeks *The Thin Man* on 78 NBC stations, Wed., 8:30 p.m. Agency: Lennen & Mitchell, N. Y.

Network Changes

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on March 6 shifts *Glenn Miller* on 97 CBS stations, from Tues., Wed., Thurs., 10-10:15 p.m., to Wed., Thurs., Fri. at the same time. Agency: Newell-Emmett Co., N. Y.

QUAKER OATS Co., Chicago (food products), on March 4 shifts *That Brewster Boy* from 51 NBC stations, Mon., 9:30-10 p.m., to 66 CBS stations, Wed., 7:30-8 p.m. Agency: Ruthrauff & Ryan, Chicago.

PROCTER & GAMBLE Co. of Canada, Toronto (Oxydol), on Feb. 23 replaced *The Woman in White* 12:30-12:45 p.m. Mon thru Fri. with *The Bartons* on 25 Canadian Broadcasting Corp. stations, Mon. thru Fri. 10:45-11 a.m. Agency: Blackett-Sample-Hummert, Chicago.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Louisiana Station—Has opening for good announcer who can also handle baseball games in topnotch manner satisfactory to sponsor. Permanent year 'round position. Give full details experience, where employed last two years, salary expected and advise if audition of voice available. All replies confidential. Box 221, BROADCASTING.

Commercial man who can sell and write—Opportunity for advancement. Local station. Please state qualifications and salary desired. Box 187, BROADCASTING.

First class operator—Write direct WOLS, Florence, S. C.

ANNOUNCER—With minimum three years' experience for aggressive 5 kw. net station. Must be competent all around man. Give draft status, complete experience first letter. Box 210, BROADCASTING.

Announcer—Qualified to handle news and all types of mike work. Give complete details including salary requirements. Box 188, BROADCASTING.

SPORTS ANNOUNCER—To take charge of all sportscasting on a permanent basis. Must be mature, no youngster, cheerful personality, good general sports knowledge, play by play experience valuable. Want a man who can stand a big city buildup into a real personality. Send photo, references, transcriptions, salary expected. WGRC, MBS for Louisville, Kentucky. Adequate salary to right man.

CHIEF ANNOUNCER — High calibre, handle special events and play-by-play sports, handle control panel and supervise announcing staff. Draft exempt. $36.40 weekly, 70c per hour with 8 hours overtime. Send transcription and qualifications with first letter. KGVO, Missoula, Montana.

LICENSED ENGINEER—Light announcing, copy Transradio Press. Opportunity permanent position April first. Good salary, excellent working conditions West. Box 203, BROADCASTING.

1 KW. REGIONAL WANTS—Reliable, sober chief engineer. Capable of taking charge of maintenance and operation of permanent position. Married man preferred. Give references and experience. All replies confidential. Box 195, BROADCASTING.

WANTED—Aggressive and alert advertising manager for 1000 watt regional. Drawing account and commission, or salary. Must be unafraid to step in and WORK. Must be sober and honest. Here's a swell chance to take over and make some money. Box 213, BROADCASTING.

Radio engineer—Wanted to supervise all control work, recording, network feeds, maintenance, 250 watt MBS station. To right man opportunity as chief engineer after trial period. New studios. RCA equipment. Draft has shortened our staff beginning in March when job is open. State references, experience, salary, draft status. This is permanent position. WGRC, Louisville, Ky.

TWO PERSONALITY ANNOUNCERS—Somewhere in some large station there is a capable personality announcer who hasn't had a chance to show what he can do with a light and lively morning show, or a "make believe ballroom" feature. Somewhere there may be a small station announcer hedged in by restrictions or who may not have found the breaks or the skillful cooperation by management to build himself into a personality. We said "personality" . . . not "poisonality". No smart alecks. No city slickers. No jabberers. If you have a handshake and a smile in your voice, have a sense of humor, willing to work and take orders, know something about records and transcriptions, and interested in a permanent spot with an outstanding Mutual station write us today. Send references, a good transcription, salary expected, draft status. WGRC, Louisville.

Help Wanted (Cont'd)

Salesman—Experienced, with car—salary and commission—excellent opportunity—steady position — advancement — WSKB, McComb—Mississippi's Quality Station.

RADIO SALESMAN—Straight salary. Progressive, fully recognized Washington Agency. Radio experience desirable but not necessary. Agency or newspaper selling background helpful. Permanent position. Tell all in application. Box 215, BROADCASTING.

Situations Wanted

HARVARD FELLOW—Experienced writer-composer-pianist. Willingness unquestionable. Draft deferred. What have you to offer? Box 209, BROADCASTING.

EXPERIENCED WRITER - ANNOUNCER—Desires change. Now continuity editor regional network affiliate. *Knows* programming, show building, *Ad-lib, emcee,* and *platform experience.* Radio dramatist with plays produced and published. Wants network station or agency connection. Draft 3-A. Box 190, BROADCASTING.

EXPERIENCED STATION MANAGER — 11 years' background including management, regional, local stations, plus 50 kw. selling merchandising, desires manager or commercial manager job with network-affiliated station. Draft status 3A. Go anywhere. Best references. Box 189, BROADCASTING.

Program director — announcer — Now employed regional. Wishes change. Box 191, BROADCASTING.

Employed advertising man—12 years' exp. in mfg., retail, magazines, newspaper & radio. Draft 3-A. $270 month plus commissions. Box 196, BROADCASTING.

PROGRAM DIRECTOR—5000 watt station, experienced in production, sales and management, seeks position as program, production or station manager. Age 34, married, draft exempt. Box 204, BROADCASTING.

Commercial staff — Commercial manager and top salesman 5 kw. station . . . combined forty years' newspaper-radio experience . . . interested new connection and purchase half or more interest in station. Box 202, BROADCASTING.

CHIEF ENGINEER—College graduate engineer with nine years' extensive broadcasting experience, formerly NBC, desires responsible position with progressive station. Married. Draft exempt. Box 201, BROADCASTING.

PROGRAM DIRECTOR-PROGRAM PRODUCTION—6 years' executive program experience in major stations. 15 years in radio. Available now. Locate anywhere opportunity for program development. Wire Box 206, BROADCASTING.

Presently Employed General Manager—Western station with ten years' experience—general radio knowledge—middle-aged desires change. Guarantee can qualify. References on request. Desire thirty days' option. Box 200, BROADCASTING.

SALESMAN Seasoned successful. Excellent references; proven ability. Go anywhere. Draft exempt. Box 197, BROADCASTING.

ANNOUNCER News, commercial, excellent sports-special events. Outstanding baseball play by play. Write copy. Box 198, BROADCASTING.

FOUR LETTER MAN—*Publicity:* thorough experience. *Promotion:* successful agency campaigns. *Production:* conceived, wrote, announced shows New York stations. *Personality:* captivating microphone technique. Announcer, news, record shows, commercials. Seeks permanent position on radio station anywhere in United States. Married. Draft exempt. Box 199, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer—News and sportscaster-administrative ability and experience. Age 29, draft exempt. Northwest or Midwest Station. Box 193, BROADCASTING.

CHIEF ENGINEER—Of kilowatt station desires permanent position with larger station. Draft deferred. Box 207, BROADCASTING.

CAN YOU USE AND PAY—for one of the nation's top sports announcers with 17 years of both local and network experience? Play by play of baseball, football, boxing, hockey, polo, horseracing, track, basketball, tennis, golf, etc. Excellent voice and draft deferred. Address Box 208, BROADCASTING.

ANNOUNCER—Musical director. Now employed network station. Handle any type program. Control board experience. College graduate. Married. Transcription. Box 212, BROADCASTING.

Commercial manager—Or senior salesman, 28, married, draft exempt. National and local advertising sales experience. Fully qualified. Box 211, BROADCASTING.

Program-production man-announcer-writer—Employed by Columbia station, wants to make change. Draft exempt. Moderate salary. Box 214, BROADCASTING.

Wanted to Buy

INTEREST IN STATION—Chicago man with seven years' radio experience, production, programming, writing, acting, has money to invest in small radio station, whole or part ownership. Box 205, BROADCASTING.

For Sale

1 KW. BROADCAST TRANSMITTER—will meet present FCC requirements. Box 194, BROADCASTING.

Lecture Bureau Formed

ALFRED H. MORTON, president of the National Concert & Artists Corp., announced last week the formation of a Lecture & Special Attractions Division under direction of Phyllis Moir, former head of the Forum Lecture Bureau, now merged with NCAC. The division will offer speakers and commentators, including H. V. Kaltenborn, Helen Hiett, William C. Hillman, John B. Kenendy, Graham McNamee, Sam Cuff, Alex Drier, Don Goddard, Baukhage and others.

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Crossroads of the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Walter Evans Now Head of 3 Divisions

Westinghouse Moves X-ray to Baltimore, Assigns Duties

WALTER C. EVANS, since 1936 head of all Westinghouse broadcasting activities, on Feb. 26 was appointed general manager of three major Westinghouse divisions—radio, broadcasting and X-ray. Each division has its own manager and all three will hereafter work under Mr. Evans' direction. Executive offices of the X-ray division recently were moved to Baltimore, where

Mr. Evans

Mr. Burnside

the radio division has a large manufacturing plant and where Mr. Evans headquarters.

Lee B. Wailes is manager of the broadcasting division, which continues to headquarter in Philadelphia. The X-ray division is headed by Clair V. Aggers. Carroll J. Burnside, sales manager of the radio division, has been promoted to manager of the radio division, a post Mr. Evans has held in addition to his broadcasting activities. Mr. Burnside's place as sales manager is taken by E. T. Morris Jr., since 1940 in charge of sales of large-scale radio equipment to broadcasting stations. E. F. Moran becomes sales manager of the X-ray division.

"Broadcasting and radio manufacturing divisions of our company always have been closely affiliated," Mr. Evans explained. "Since research and engineering problems of the X-ray and radio division are parallel to a large extent, we expect to gain in economy and efficiency in bringing executive personnel of these two divisions into closer daily contact by establishing their offices in one plant." Mr. Evans said that activities of both radio and X-ray divisions are largely devoted to war production, and the X-ray division is also taking a big part in the civilian health program.

Mr. Evans joined Westinghouse in 1921 as radio operator at KYW, which it formerly operated in Chicago. The following year he was put in charge of technical operations and in 1926 was made station manager. In 1929 he was made superintendent of radio operations in charge of all technical matters for Westinghouse broadcasting stations, and in 1933 also became manager of the radio division. Since 1936 he has headed the company's broadcasting activities. His early career as a ship's radio operator followed an engineering course at the U of Illinois. During the first World War, he was an instructor at the Naval Radio School at Harvard and saw service in the Navy on a submarine chaser.

Mr. Burnside, a 1924 graduate of South Dakota School of Mines, entered radio when shortwave broadcasting was just beginning and his early years with the company were largely connected with that art. In 1928 he was made a broadcasting design engineer and in 1930 was sent to Rome, where he installed the first large American-made radio transmitter. In 1934 he became manager of radio engineering and in 1939 sales manager of the radio division.

Radio's Calm Action Reassures Frantic Coast After Blackout

Networks and Total of 29 Stations Off 6 Hours; Pringle and Spokey Hurt in Los Angeles

REASSURING the nation that no bombs were dropped and alleviating anxiety of an excited populace, radio did yeoman duty on Feb. 25 with its calm, graphic account of Los Angeles' first real test under war conditions in the all-out blackout and anti-aircraft barrage on alleged enemy planes, thereby correcting distorted and conflicting stories given out through glaring daily press headlines.

Southern California independent stations and the networks, including CBS, NBC, Mutual, Don Lee and Blue, following an approximate six-hour silence, gave reports on happenings during the blackout when beams from scores of searchlights pierced the sky and anti-aircraft shells sped skyward with shrapnel raining on the city and outlying communities.

29 Stations Silent

Radio blackout started at 2:29 a.m. (PWT), approximately three minutes after the Fourth Interceptor Command at San Francisco announced unidentified planes were reported in the Los Angeles area. Programs returned to the air at 8:22 a.m. with the radio "all-clear".

The silence affected 29 Southern California stations from San Joaquin Valley to the Mexican border. Los Angeles police shortwave broadcasting stations and KENO, Las Vegas, Nev., also were off the air.

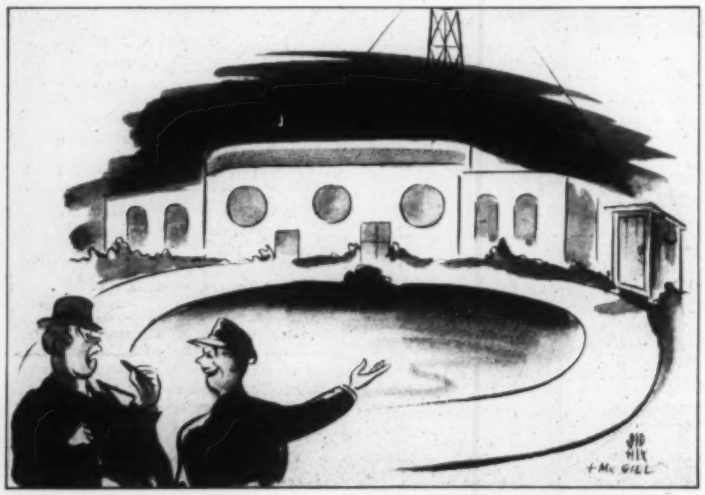
Nelson G. Pringle, CBS Hollywood commentator, received fractured ribs and head injuries when his car and a State Guard ammunitions truck collided during the blackout. William Spokey, Blue announcer, also received serious head injuries when he "chinned" himself on a low-hanging awning while running through blackened streets to report for studio duty.

Southern California went through a radio blackout earlier in the week, Monday evening, when a Japanese submarine, choosing the dramatic instant of the half-way mark in President Roosevelt's fireside chat, shelled an oil field north of Santa Barbara, doing little damage. Despite the attack, Southern California stations remained on the air until 7:57 p.m., 20 minutes after the President finished speaking. Then on order of the Fourth Interceptor Command, the FCC notified stations to discontinue broadcasting until all-clear was given at 12:11 a.m. (PWT).

Networks and independent West Coast stations continue to maintain armed guards on duty within studios as well as ground transmitters.

Everett Case Colgate Prexy

EVERETT N. CASE, formerly secretary of the NBC Advisory Council and son-in-law of Owen D. Young, is now president of Colgate U, one of the youngest college presidents in the country. He is 40 and a 1922 graduate of Princeton. He was formerly personal secretary to Mr. Young, and met his wife while she was working in the NBC educational department.



Drawn for BROADCASTING by Sid Hix

"Yeh, the Whole Plant Was Built in the Public Interest, Convenience and Necessity!"

Increase in Power Is Granted WSJS

KPMC Wave Changed on Day Policy Was Announced

TWO GRANTS of changed facilities for existing broadcasting stations, presumably because they have met equipment and service area requirements, were authorized by the FCC Feb. 24, the same day the Commission issued its memorandum opinion covering policy and procedure for handling standard broadcast stations under the DCB recommendations [see pages 9-10].

WSJS, Winston-Salem, N. C., upon a reconsideration, was authorized to increase its power to 5,000 watts, install new equipment and make changes in its directional antenna. It now operates with 1,000 watts on 600 kc.

KPMC, Bakersfield, Cal., also on reconsideration, was granted a change in frequency from 1600 kc. to 1560 kc. It will continue operating with 1,000 watts.

St. Louis 50 kw. Withdrawn

A petition for a grant without hearing of 50,000 watts day and 25,000 night on 680 kc. to KWK, St. Louis, was denied, and at the hearing on that application held last Thursday it was withdrawn in view of the equipment situation. KWK now operates with 5,000 day and 1,000 night on 1380 kc., to which it asked the Commission to shift KFSQ, St. Joseph, Mo.

In the same category was the Commission's Feb. 24 decision denying the application of Paul Godley, consulting engineer, for a new 250-watt station on 1230 kc. in Newark. This long-pending application goes to hearing March 5, consolidated with an application of WFAS, White Plains, N. Y., now part-time on 1240 kc. and seeking 1230 kc.

Applications for new stations taken under consideration by the Commission at its meeting last Tuesday were designated for hearing. These included McKeesport Broadcasting Co., McKeesport, Pa., seeking 1,000 watts daytime on 730 kc., and Albert S. & Robert A. Drohlich, owners of KDRO, Sedalia, Mo., seeking 1,000 watts daytime on 800 kc. in Jefferson City, Mo. The application of Meadville Tribune Broadcasting Co., Meadville, Pa., seeking 250 watts on 1340 kc. during hours not used by WSAJ, Johnstown, Pa. was placed in pending files.

Socony Diamond Plans

SOCONY-VACUUM Oil Co., New York, on March 30 will start six times weekly news on WCOL, Columbus, O. 6:30-6:45 p.m., as part of its spring campaign. Although baseball plans are not fully settled, Socony will sponsor games on WHK-WCLE, Cleveland, and WSAI, Cincinnati, and will not sponsor any games of the American Assn. this year, according to J. Stirling Getchell, New York agency in charge.

Your Plus Sales Force In The Middle West

THE nation's growing war needs are already presenting knotty packaging problems. Some manufacturers already have found it necessary to revise packages, which, in turn, means new methods of merchandising, new types of store displays.

Advertisers know the value of test campaigns in planning long-range sales strategy. Test campaigns, however, often divert sales personnel from its established routine and involve excessive cost.

Thus SPECIALTY SALES has been organized as a supplement to your regular sales force for test campaigns on new packages, special deals, or any other sales, distribution, or dealer relations campaign.

SPECIALTY SALES has no resemblance to sales agencies as they have been known in the past. Neither is it intended to replace or compete with the established sales organization of any manufacturer.

Rather, its purpose is to supply a short-term sales organization with men of proven sales records, high-type men who can secure and keep better salary jobs. Its services can be bought at one-half or less the usual man-power cost. Costs can be computed on a per call or weekly flat rate.

Furthermore, SPECIALTY SALES will have full access to the findings of a large research department on the movement of drug and food products and the attitude of dealers toward manufacturers.

SPECIALTY SALES will function as a separate organization but will work in cooperation with WLW, The Nation's Station, with financial security guaranteed by The Crosley Corporation.

Initial operation of SPECIALTY SALES will cover the trading area of Greater Cincinnati. Expansion to nine major markets of Ohio, Indiana, Kentucky and West Virginia will be made as soon as proper man power can be secured.

If you are faced with a new packaging, distribution, or display problem, it will pay you to find out how SPECIALTY SALES can help. For details, call or wire

SPECIALTY SALES 1329 Arlington St., CINCINNATI, OHIO